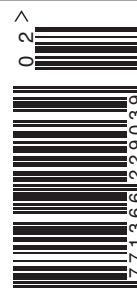


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Snap-on



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Find out how inside on pages 12 & 13



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FRANCHISING MYTHS BUSTED!

MYTH

- ✗ I can't afford to buy my own business
- ✗ You have to be a pushy salesman
- ✗ Once I buy, I'm out on my own
- ✗ The franchisor will charge me large monthly fees

FACT

- ✓ We fund 75%* of the business for you. You only need £16,037 to get started
- ✓ Snap-on is the most in-demand product in its category
- ✓ Your franchise includes a territory of ready-made customers
- ✓ You get a dedicated Franchise Developer for the first 12 months and unlimited support for growth
- ✓ With Snap-on, there are no royalties or advertising fees to pay and you keep 100% of your profits

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If you have the drive and determination to be your own boss then we want to hear from you.

*subject to finance approval

“I wanted the same flexibility and independence of being my own boss but with less risk. The Snap-on franchise gave me the opportunity to do this and have a tried and tested business model, successful brand name and support network behind me.”

Robin Yorke, Washington franchisee



FREE INFO NO: 4255



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in this issue

February 2016

Making Money

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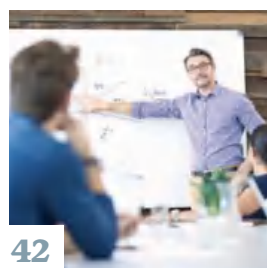


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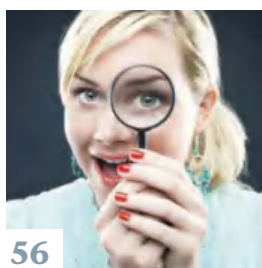
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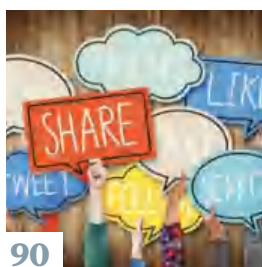
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meet our experts



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CAROL STEWART-GILL
is founder and owner of Dublcheck, a leading franchise commercial cleaning company that was established in 1993

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THE FRANCHISE SHOW

ExCeL, London

February 19-20

THE NATIONAL FRANCHISE EXHIBITION

NEC, Birmingham

February 19-20

GROWING YOUR OWN BUSINESS

NEC, Birmingham

February 19-20

THE BRITISH & INTERNATIONAL FRANCHISE EXHIBITION

Olympia, London

March 11-12

GROWING YOUR OWN BUSINESS

Olympia, London

March 11-12

THE NORTHERN BUSINESS EXHIBITION

EventCity, Manchester

April 14-15

THE BRITISH FRANCHISE EXHIBITION

EventCity, Manchester

June 17-18

THE NATIONAL FRANCHISE EXHIBITION

NEC, Birmingham

September 30-October 1

THE SCOTTISH BUSINESS EXHIBITION

SECC, Glasgow

November 11-12

Winners revealed in 2015 Best Franchise Awards



Run by research expert Smith & Henderson and sponsored by the Royal Bank of Scotland, the awards are based on feedback from thousands of franchisees who completed the Franchise Satisfaction Benchmark Survey.

The survey asks franchisees to anonymously rate their franchisor on everything from training and support to shared goals and how it has compared with their expectations.

The 2015 winners are:

- Less Than £25k Investment: diddi dance.
- £25k-£75k Investment: ActionCOACH.
- £75k+ Investment: TaxAssist Accountants.

Steven Frost, director of Smith & Henderson, says: "It's a well known fact a good testimonial is worth its weight in gold, which makes these awards all the more special.

"To reach the finals of the Best Franchise Awards, each of these businesses had to receive outstanding testimonials from their current franchisees. The winners were then chosen because of their ongoing commitment to help their franchisees be more successful and for constantly innovating to stay ahead of the competition."

David Williams director of franchise business development at Royal Bank of Scotland, said the calibre of entries once again "exceeded expectations", adding: "Everyone involved in the awards has demonstrated their commitment and drive and are great ambassadors for this thriving industry.

"diddi dance, ActionCOACH and TaxAssist Accountants are worthy winners of the award and we congratulate them."

Workingmums.co.uk launches Top Franchise Awards

Sponsored by legal firm LawBite, the Top Franchise Awards have been created to recognise franchisors that have empowered women in business, not only by providing a flexible business model, but by giving franchisees the advice and support they need to succeed.

The awards will also acknowledge the achievements of franchisees. Categories include:

- Supportive Franchisor Award.
- Family Friendly Franchise Award.
- The Franchise Award for Continuous Improvement.
- Best Newcomer Award.
- Overall Top Franchise Award.
- Franchise of the Year Award.

Winners will be announced in May and be judged by former Apprentice winner and entrepreneur Yasmina Siadatan, Gillian Nissim, founder of Workingmums.co.uk, Clive Rich, founder and owner of LawBite, Griselda Togobo, founder of Forward Ladies and AWOVI Consulting,

and Deepali Nangia, investment director at angel investor network Wild Blue Cohort.

The online ceremony will include an awards presentation and Q&A session.

Gillian Nissim says: "We are delighted to be launching our Top Franchise Awards. We hope they will be as successful as our Top Employer Awards, which were created to acknowledge the very best in flexible working and diversity.

"The awards affirm the growing number of parents who are looking towards self-employment for greater flexibility and new challenges that fit around their families.

"The best franchises offer both the benefits of self-employment, but without some of the risks associated with striking out completely on your own, since franchisors have already demonstrated the viability of their business models."

The closing date for entries is March 4. Awards are free to enter at www.workingmums.co.uk/top-franchise-awards.

The New Driveway Company awards first franchises



Three territories have been sold by the driveway and exterior landscaping specialist within three months of launching the business as a franchise.

Essex, Reading and Cardiff are the locations of the new franchises. The New Driveway Company also has established territories in south London and Oxford.

Darren Field, managing director of The New Driveway Company, says: "When we first started to market our franchise opportunities, there was a lot of uncertainty. We did lots of research and thought the opportunity was a good one, but we didn't know if everyone else would feel the same way."

"After a huge response and three territories sold already, we are looking forward to further

expansion."

The franchise opportunity is open to prospective business owners across the UK and successful applicants will receive an exclusive territory within which to trade.

Franchisees also receive support in all areas of the business, including a three-year business plan, full ongoing training and support with marketing and advertising.

Following a handful of pilot franchises across the UK, The New Driveway Company has gone from strength to strength. So far each franchise has exceeded its performance targets and surpassed profit forecasts.

The company's motto is 'No driveway too big, no questions too small.'

'Best ever year' for Dream Doors



The kitchen makeover franchise has announced record financial results for 2015 on the back of a year when it opened 12 new showrooms in the UK and Ireland and unveiled a new recruitment and training programme for franchisees.

Turnover increased 21 per cent year on year to £26 million, while the average turnover per franchise grew to £500,000.

Troy Tappenden, managing director of Dream Doors, says: "2015 has been a landmark year for Dream Doors, undoubtedly our best ever. The demand for kitchen makeovers continues to grow and we are now recruiting the best franchisees to make the most of that opportunity."

Dream Doors' best performing franchises were recognised at a gala black-tie awards ceremony at the company's AGM last December.

The evening ceremony followed a day where around 180 attendees were presented with the company's vision and strategy for 2016 and enjoyed an inspirational speech from businessman and Falkland's War veteran Simon Weston.

"Our award winners have demonstrated outstanding performance throughout 2015," Troy adds. "The goal for us is to expand our network even further in 2016, reaching 75 showrooms by the end of the year."

"But what's also important is to ensure our existing franchisees perform even better by giving them all the support and training they need."

Avon scholarship initiative to continue in 2016

One hundred scholarships are awarded by the direct sales company to the children and grandchildren of its independent representative in 13 countries around the world each year via the Avon Foundation for Women.

Scholarship recipients are selected by Avon on the basis of past academic performance and future potential; leadership and participation in school and community activities; work experience; and their statement of career and educational aspirations and goals.

Eligible students need to be in their final year of upper secondary school and planning to enrol in a full-time undergraduate course at an accredited college, university or trade school for the upcoming academic year or enrolled in full-time undergraduate study at an established college, university or vocational/technical college.

In 2015 Avon representative Rosie Riches won a £1,400 scholarship from the company towards her son Niall's education (pictured).

Rosie, who runs her Avon business part-time around another job, first saw the advert for the scholarship when she became a member of the President's Club, which is reserved for the company's top performing representatives in the UK.

Rosie says: "When I saw there was a scholarship available to support young people in education, I put Niall forward."

"My Avon business supports me in many ways. Firstly, I'm able to work flexibly, meaning I can earn extra money at times that work for me. The backing of the company and incentives such as this make me want to continue to grow my business and strive for success."

"Now I don't need to worry about supporting Niall and can rest assured he has all the equipment he needs to do well in his music technology course."

Avon products are sold via six million independent sales representatives worldwide.



news

Technology is key factor for growth in 2016

UK small and medium-sized enterprises believe the availability of better technology will be the most important contributor for business growth this year, with 39 per cent citing it will have a positive impact, Barclays Business' Hopes & Fears poll has revealed.

The top five SME hopes for 2016 are:

- Availability of better technology (39 per cent).
 - Consumer demand (32 per cent).
 - International markets/opportunities overseas (25 per cent).
 - Trend to move to online business/have a digital presence (23 per cent).
 - Major sporting/cultural events (10 per cent).
- The top five SME fears for 2016 are:
- Extreme weather (23 per cent).
 - Money/funding constraints (20 per cent).
 - Competition among similar businesses (18 per cent).
 - Interest rate rise (16 per cent).
 - Business rates (16 per cent).



Rise in self-employment boosts record jobs numbers

The number of self-employed people reached a record high in the three months to October, according to the Office for National Statistics.

The figures complement the highest ever overall employment rate - unemployment reached its lowest level since January 2006.

Chris Bryce, CEO of the Association of Independent Professionals and the Self Employed, says: "These figures show the UK economy is edging closer to full employment, due in part to the surge in self-employment over the last 10 years.

"There are now 4.6 million people working for themselves. They make up 15 per cent of the labour market and provide invaluable specialist

skills on a flexible basis."

Chris says the contribution the self-employed make to the UK economy shouldn't be underestimated, as they raise more than £21 billion for the exchequer each year.

He adds: "Independent professionals and people who work on a freelance basis want their contribution to be valued and we call on government to adopt policies that create conditions enabling even more people to begin working for themselves.

"We know from our own research that the vast majority of people who decide to work for themselves would never go back to working for someone else."



WebNEWS

COUNTERFEIT CLAIMS

Almost 25 per cent of consumers have bought a product online that turned out to be counterfeit, according to new research by software company MarkMonitor. Consumers do around 34 per cent of all their shopping online, which increased by 15 per cent during the festive season. Despite the number of shoppers who admitted to being caught out by online counterfeiters, the study revealed 70 per cent of consumers would not knowingly buy counterfeit goods, with 64 per cent of that subsample stating they wanted the real thing, while 48 per cent said they thought buying fake products was 'morally wrong'.

RISK TAKERS

Recent findings from risk management specialist Aon's nationwide survey of 1,042 decision makers from the small and medium-sized enterprise sector suggests cyber risks are being overlooked by many SMEs. Just four per cent said they had insurance cover in place to help protect them from the implications of cyber attacks, hardly any higher than in spring 2015, despite a year of high profile hacking incidents. The survey also highlighted only one in 20 SMEs confirmed they have cover in place for crisis management situations such as terrorism, ransom and product contamination.

CLEANING UP

Britain's top cyber security experts are charging some businesses upwards of £10,000 a day to protect IT systems from hackers, recruiter Manpower says. Even less experienced experts can charge more than £3,000 a day to tackle the escalating threat to sensitive digital information. The figures follow recent attacks on Sony, TalkTalk and JD Wetherspoon, in which personal and financial information was stolen.

DIGITAL POVERTY

A lack of digital skills has been identified as a key contributor to the failure of many UK-based online start-ups, according to the Unleashing Entrepreneurs Online study, which questioned respondents involved in UK digital start-ups. The survey found that aside from financing and raising capital, a lack of digital skills, or 'digital poverty', was the principal reason for failure in the digital small and medium-sized enterprise community. The report said many SMEs are 'dooming themselves to failure, as they do not have the necessary knowledge and ability internally to successfully manoeuvre around the digital landscape and take full advantage of online tools to improve their business'.

MOBILE WINNER

John Lewis offers the best consumer mobile shopping experience, closely followed by Argos and Expedia, this year's Episerver Mobile Commerce report has revealed. The annual study of the UK's top 20 retailers highlighted that they have improved on their delivery of a 'seamless and sophisticated' mobile experience for consumers, reflected by an average score of 57 per cent compared to just 47 per cent in 2014.

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**FREE
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cover story

The smart way to fund **your franchise**

IF SOMETHING SEEMS TOO GOOD TO BE TRUE, IT NORMALLY IS. BUT SNAP-ON HAS BROKEN THE MOULD WITH ONE OF THE INDUSTRY'S BEST KEPT SECRETS - A FINANCING OPTION THAT'S AS STRAIGHTFORWARD AND SUCCESSFUL AS THE PRESTIGIOUS BRAND ITSELF



When it comes to purchasing a franchise, most people find they have three options: a bank loan, a redundancy payout or, if you're fortunate enough, personal savings.

If you need some funding assistance to make your dream of business ownership a reality, then you're not alone. Hundreds of people every year approach banks and building societies for a loan to fund the purchase of their franchise package of choice. But that in itself throws up some questions. How do you choose the right bank? Which banks know about franchising? Is your franchise known to them and trusted? Will they lend you enough to cover the cost of your franchise?

With Snap-on, you can kiss goodbye to all that uncertainty.

How? Because Snap-on are one of the only franchisors in the UK able to offer their franchisees a funding option that doesn't involve the banks. Fully accredited and government approved, 'Snap-on Finance' is Snap-on's in-house bank. Through this dedicated finance house, Snap-on are able to offer business loans to successful candidates in order to fund the purchase of the franchise.

Who could be better placed to help you assess, plan and budget in a way that is realistic and achievable? Who understands exactly what owning and running the franchise looks like, day in, day out, and therefore what your financial requirements are likely to be? Who better to invest in your franchise with you than your franchisor?

Snap-on is the world's number one professional tool brand. They are the leading global manufacturer and distributor of tools for the professional technician. Franchisees deliver gold standard, premium products to technicians up and down the country. Snap-on's fantastic business opportunity offers you the chance to be your own boss, whilst being supported by an elite team of industry specialists.

ACHIEVE YOUR DREAMS

Investing in a Snap-on franchise has never been easier or more attractive. You pay just £16,037 and Snap-on fund the remaining monies on a six-year interest bearing loan. Fixed, regular payments mean you can manage your cash flow and always know exactly where you are with your finances. Snap-on even offer you a payment break for your first three months in order for you to get your business up and running.

Founded in 1920, the business model has been refined for over 95 years. Snap-on are now one of the most respected franchise systems in the

world. Being crowned a 'Five Star Franchise' in the annual Smith & Henderson 'Franchise Satisfaction Benchmark' in 2015 and winning numerous coveted industry awards, such as British Franchise Association Franchisor and Franchisee of the Year, is testament to their popularity and proven success. Snap-on have been trading in the UK since 1965 and now have over 430 franchisees based in the UK and Ireland.

Lisa Law, Snap-on's National Franchise Manager, explains: "We believe everyone has the right to achieve their dream of being their own boss, which is why we have Snap-on Finance to offer business loans to fund the purchase of your franchise. We've got the utmost confidence in our franchise which is why, when you invest in us, we'll invest in you too."

"We're prepared to help you get on your feet because we know you can make the business a success, pay us back in full and make a profit."

One of Snap-on's youngest franchisees, and now one of the UK's most successful, Richard Swayne, did just that.

SPRINGBOARD TO SUCCESS WITH SNAP-ON FINANCE

Richard started working for Snap-on as an employee of an existing franchisee near his hometown of Dartford in 2012. Despite growing up in what he calls a "typical 9-5 family", Richard knew he wanted more than just a job and he didn't want to wait a lifetime to achieve his dream of being his own boss.

Just 18 months later, in 2014, Richard took out a loan from Snap-on Finance and bought the franchise for his own. It's safe to say he hasn't looked back since.

"I don't come from a family of entrepreneurs or business owners," Richard says. "My family are hard-working 9-5ers, but I knew in my heart that I didn't want that for myself. I've always wanted that next challenge, to push myself and to be in control of my destiny. I just had no idea how I was going to achieve that."

"We believe everyone has the right to achieve their dream of being their own boss"



"One thing I did know was that I loved the motor industry and I've always had a fascination with tools from an early age. I dipped in and out of different jobs for a while. I tried university but found that it just wasn't for me. I worked in motorsport for a while, then I went to work for a car dealership."

"I started working on the shop floor working on the cars and built my way up to foreman. That's where I met the Snap-on franchisee I would later work for and buy the business from."

Snap-on's outstanding training and support programme is designed to launch and grow your business quickly and with maximum impact. Before you even turn on the engine of your custom built mobile store, there is an exclusive territory full of professional tool users just waiting for you to call in. You don't have to wait for the customers to come to you because Snap-on guarantee your customer base before you even start. Their aim is to empower you with the tools for success.

At the age of just 26 and only two years into his business, Richard is a testament to this ethos. He has already achieved great things and doesn't have any plans to stop soon.

Richard was the number one franchisee for sales in 2014 and 2015 and consistently reaches sales of almost twice the national average. He has paid off his initial business loan of almost £50,000 and expanded into his second territory.

Richard acknowledges that none of this would have been possible without the support of the Snap-on team and the financial assistance provided by Snap-on Finance.

"I took out a loan from Snap-on Finance to help me buy my franchise," he says. "There's no way I'd have been able to make the purchase without Snap-on's in-house facility. The loan was about £45,000-£50,000 and I paid that off, in full, 10 months into my franchise. I have £60,000 worth of tools in my van and they're all mine. I can't tell you what that feels like - it's just brilliant."

"I'm expanding into a second territory and have funded that through Snap-on Finance again. I feel the commitment to repay a loan is a great driver and it helps me to focus and accelerate the business launch and grow sales more rapidly. My target is to repay the new loan in two years or less." **MM**

FOR MORE INFORMATION

■ Snap-on Finance can help you achieve your dream of business ownership, just like Richard. Find out how financial stability and professional freedom can be yours with a Snap-on franchise by calling **01235 831 053** or visiting **www.snaponfranchise.co.uk**.

FREE INFO NO: 4255



british franchise association

In business for yourself, not by yourself

IF YOU'VE CONSIDERED BECOMING YOUR OWN BOSS BEFORE, BUT THE THOUGHT IS A LITTLE DAUNTING, INVESTIGATE THE WORLD OF OPPORTUNITIES FRANCHISING OFFERS, **PAUL STAFFORD** OF THE BRITISH FRANCHISE ASSOCIATION **SAYS**

The turn of the year is naturally a time for reflecting back and looking ahead to what's next. Among the resolutions of more visits to the gym, quitting smoking and the like, the question of career paths and progression usually comes into focus.

That's particularly true if 'less stress', 'better work/life balance' or 'earn more money' are on your list of goals. Of course, all too often by the time the weather starts to warm, dreams have been shelved and it's business as usual. But what if 2016 was different?

SELF-EMPLOYMENT

You might have considered self-employment several times over the past few years, while wages have stagnated. Plenty of people have. According to the Office for National Statistics, there are now more self-employed people than at any time since records began, with around 15 per cent of the UK's workforce running their own business.

It can be a scary thought going from secure employment to running your own business. Guaranteed holiday pay, sick pay, a pension - there are many reasons why people don't go into business for themselves. It's not for everyone.

On the other hand, it's a chance to do something you love, to be your own boss, set the pace, work flexibly so you have more time with your family and reap the rewards of your own hard work.

If you've considered starting a business before, but the thought is a little daunting, there's a way of starting a business without being alone, where you'll have initial training and ongoing support to call on any time you need it, whether it's for admin or practicalities, business planning or an operational challenge.

It's a model that's perfectly suited to public sector employees too, because it revolves around systems and structures alongside personal input and ideas. It's often been called 'being in business for yourself, not by yourself'.

That system is franchising and while you may not be familiar with it right now, chances are you regularly use the services of a franchised business. It might be your pet care or hair care, your car repairs, local pub or your children's after-school classes - the range is enormous.

It's a long time since franchising was the expansion model of choice for only global catering brands and fast food chains (though they're still around too). There's now a myriad of businesses and sectors to choose from, covering everything from IT, children's activities and gardening services through to letting agents, accountancy and homecare. Whatever your passion, there's likely to be a franchise for you.



HOW FRANCHISING WORKS

Franchising is a form of self-employment - you own and run your own business under the brand, systems and support of an established company. Support can come from the founder of the franchise, their operations staff or fellow franchisees. Often, it's all of them. That's a lot of experience and expertise to call upon when you have a question.

How does this translate into reality? Can you really pick up the phone or email someone when you have a query over marketing, administration, how to win customers and how to keep them? With a good franchise, you can answer yes to all the above. A franchise that has proven its ethical values and ethos will support its franchisees - it doesn't make money unless they do.

How do you find those 'good' ones? Check out British Franchise Association member franchise brands, which have all passed an accreditation process that confirms their commitment to their franchisees, amongst other things.

If you're ready for a change in 2016, but would like support running your business, then have a look into franchising. It could be just what you need for your life changing resolution this year. **MM**

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franchise frontrunners

Standout performer

FOR EXPERIENCED RETAILER SUNDER SANDHER, BECOMING A ONE STOP FRANCHISEE WAS THE BEST BUSINESS DECISION HE'S EVER MADE



You often see the police in Sunder Sandher's One Stop franchise in Leamington Spa, but that's not because there's trouble in store. In fact, there's hardly been any bother since Sunder and his father opened the place 32 years ago.

The law regularly comes to One Stop for a coffee and a chat as part of Sunder's belief that a corner store should be a community hub and a place where everyone knows everybody else. And that's the one thing the giant supermarket down the road can't provide.

NEIGHBOURHOOD

"The local policeman drops in every week and people ask him if he knows about this or that thing happening in the neighbourhood," Sunder explains. "The community is very important to me. You need to put something in. I am a governor of a local school. I love talking to people. That's what makes this job so special."

Sunder's store had been with Londis for 21 years before he relaunched as a One Stop franchise in 2014. He has never regretted the decision - the increased turnover has meant he



could take on extra staff and improve his service even more.

"I was happy with Londis for 21 years and it wasn't a decision I took lightly, but it's all about taking my business to the next level," Sunder says. "One Stop has increased my sales and profit and made my retail procedures easier. I have had to simplify in order to grow and my aim is to run a few more One Stop stores in time."

The refurbished store provides everything from ready meals and snacks to a free-to-use ATM and

bedding plants from a local grower. "The One Stop system makes it very simple for people to shop with us and that makes all the difference," Sunder says. "We have daily deliveries and quality is second to none."

Sunder opened the shop with his late father Kundan Singh in 1983. He remembers: "It was a Thursday, the day Mrs Thatcher was elected Prime Minister. I was 19 and hadn't long finished sixth form. We opened it together and from then on it grew and grew."

"I used to go to the cash and carry in Leamington for supplies and to a farmers' auction in Stratford. I was known for selling fruit and veg that were value for money and today we still do that."

Sunder is proud of the good relationship the store has with others in the town. He says: "We threw a street party to celebrate the wedding of Prince William and Kate Middleton, we have had schoolchildren working on projects in the shop and we had another big party to mark our 32 years in business."

"I was talking to One Stop for a long time before I made the decision. I said: 'We are very much involved in the local community and stock a lot of local

products. Will you stop us doing that?' And they said no - they wanted us to do even more of it.

"We made a £50,000 investment and the store layout is completely different. The customers love it. We have a 2,000 sq ft store with a full convenience range. The biggest increase since the relaunch has been our chilled section, which includes lunchtime and evening meals. These have taken off like crazy. It's very much a neighbourhood store. We get a lot of university students. There are schools nearby and mothers come here as well.

"I am a people person. I love getting involved with everything in the local community. I was very concerned about plain packaging and the tobacco display ban.

"Of course, I was very worried about the cancer risk, but I felt that education rather than packaging was the way forward, so I talking to our local MP, Chris White, about it. I went up to see him at the House of Commons and we had a good chat about all sorts of subjects.

"His secretary gave me a tour of Parliament and I listened to a debate. I think it's important to get involved with every aspect of community life. If you do that, you get respect and it works both ways.

"What would I do if I ever gave up the store? I would like to use my knowledge of retailing to help other shop owners. If I didn't do that, I would probably go into law. I have a bit of knowledge of that, but I can't see myself changing my job and my lifestyle for a long time yet."

CONVENIENCE

One Stop has been trading as a successful convenience business for over 20 years. The franchise model was launched in 2014 following a successful pilot and the company now has over 770 neighbourhood stores across the UK employing 10,000 people. The majority open seven days a week and offer local communities a range of convenience food and household goods, as well as a wide range of services.

It was recently named Emerging Franchisor of the Year by the British Franchise Association. Investment required is £20,000 for a five-year agreement.

One Stop believes it offers independent retailers something new and different - franchisees continue to run their own stores, while benefiting from One Stop's investment, support and expertise. One Stop also partners with other businesses, including the Post Office and Subway.

The latest like-for-like figures for One Stop show all its ex-symbol stores enjoyed a seven per cent growth in sales over the past year, with basket spend up by nearly eight per cent.

These figures relate to all franchisees who have been trading with the group for over a year and One Stop bosses point to Sunder as a standout performer - his like-for-like sales surged by nearly 40 per cent and footfall and basket spend rose by 29 per cent and eight per cent respectively.

"I'm delighted with these figures," Andrew King, One Stop's franchise director, says. "They're concrete proof that we're delivering on our promise to work with independent retailers and helping them drive their businesses forward.

"Word appears to be spreading that our model isn't as restrictive as some would have you believe, so we've seen a big spike in interest from symbol retailers recently. We are unique - we're a true business partner helping to grow a retailer's turnover and margins. So if a retailer isn't seeing



growth at present, we'd encourage them to give us a call to see whether we can add value."

ADVICE

What advice would Sunder give to prospective local retailers? "Be honest," he says. "Enjoy your work and don't get uptight about small issues. There's always light at the end of the tunnel.

"It's a bit of a cliché I know, but joining One Stop was the best business decision I've ever made. Their retailing knowledge is second to none and the results speak for themselves. It's not just my business development manager who works with me, the whole franchise team are passionate about making our stores the best they possibly can be.

"In return, we know our opinions matter because we help to shape and evolve the franchise offer on an ongoing basis. I feel like part of a successful team as a franchisee and it's great fun." **MM**

FREE INFO NO: 5015



franchising



Flourish financially

THE FITNESS SPACE CREATES AN ENVIRONMENT WHERE RESULTS ARE INEVITABLE

Set up in 2010 by former Olympic sprinter Tim Benjamin, The Fitness Space is out of the blocks with a bang.

When he retired from a successful international athletics career in 2009 having competed at every major championship, Tim knew the lessons he'd learned as an elite athlete would serve him and others well if he made the right choices.

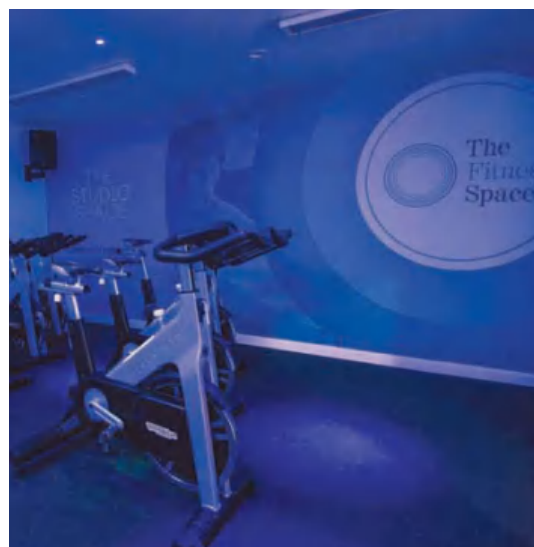
VISION

Five years later and Tim's vision for The Fitness Space is being realised through member success stories, prosperous clubs and a unique franchise opportunity. As an athlete, he knew his success was dependent on the environment he created for himself and it's this philosophy that's translated so successfully over the past five years.

"I wanted to bring the elite to every day by creating clubs that have a community feel, as well as a performance edge," Tim says. "The rise of budget gyms has truly opened a market for The Fitness Space.

"Our clubs are for people who seek an unintimidating and supportive environment that





focuses on getting them the results they deserve. The same is true for our franchise owners - The Fitness Space team is here to support them on their specific journey.

"The fitness industry has been fascinating to be part of over the last decade. You'll always have people who enjoy exercise and have always exercised being a target for gyms and health clubs. Now the market growth is coming from people with healthy living aspirations motivated by the infiltration of obesity warnings and the like in the media. These people seek an environment that supports them to sustain a fitness programme and that is our market. It's why our model works in seemingly competition rich areas."

The Fitness Space's proposition is unique in that it thrives in smaller premises than those of traditional gyms (1,500-4,000 square feet), boasts higher than industry average secondary spend, maintains low attrition rates and utilises cutting edge equipment with partnership discounts, as well as state-of-the-art technology.

In addition, every member has the opportunity to follow a structured, yet tailored journey.

The company's five-step member development programme includes The Fitness Coach, The Fitness Discovery, The Fitness Pursuit, The Fitness Review and The Fitness Check Up. Its unwavering member focus has translated successfully into The Fitness Space's focus and support for its franchise owners.

INTENSIVE

The Fitness Space offers franchise owners an unrivalled support package. This includes an intensive training programme, a dedicated Business Development Manager, site selection and fit out support. It also provides a managed pre-sales campaign and launch programme, ensuring that theory is put into practice to give franchise owners the best possible start.

Once a club becomes fully operational, franchise owners have access to The Fitness Space's team at head office, as well as regular meetings with their Business Development Manager.

On top of this, the relationships with partners ensure the support and development of The Fitness Space's franchise owners extends beyond the company's own team. From industry leading partner discounts to launch your club, through to

"Now the market growth is coming from people with healthy living aspirations motivated by the infiltration of obesity warnings and the like in the media"

regular staff training, partners are aligned to The Fitness Space's philosophy that if you create the right environment for members and staff, results will become inevitable.

Its transparent managed services fees with no hidden levies, including all the technology required, ensure franchise owners' businesses will flourish financially. **MM**

FOR MORE INFORMATION

■ For more information visit www.thefitnessspace.com.

FREE INFO NO: 5044

FLAGSHIP SITE

Since 2010 The Fitness Space's flagship site has flourished through its tried and tested member development services, boasting attrition rates under two per cent, 37 per cent secondary spend revenue and 32 per cent EBITDA.

"We have a package that's a recipe for success," General Manager Paula Edwards explains. "Because of our unique proposition, we attract members who will comfortably invest in their fitness beyond their monthly membership. On top of that, the quality of the training provided by Tim and his team means we are able to sell secondary products and services to our members, supporting them on their fitness journeys and ensuring the club's resultant success."

"Couple this approach for current members with marketing campaigns that drive new sales that have been developed over a number of years, and you can see why the results have become inevitable."

FOLLOWING THE FITNESS SPACE

In 2014 Chris Wright opened his first Fitness Space franchise in High Wycombe. Thanks to the franchise's successful pre-sales campaign, he opened his doors with nearly 200 members. This ensured almost half the club's capacity was accounted for in a competitive geography, giving him a platform to turn a profit in month six.

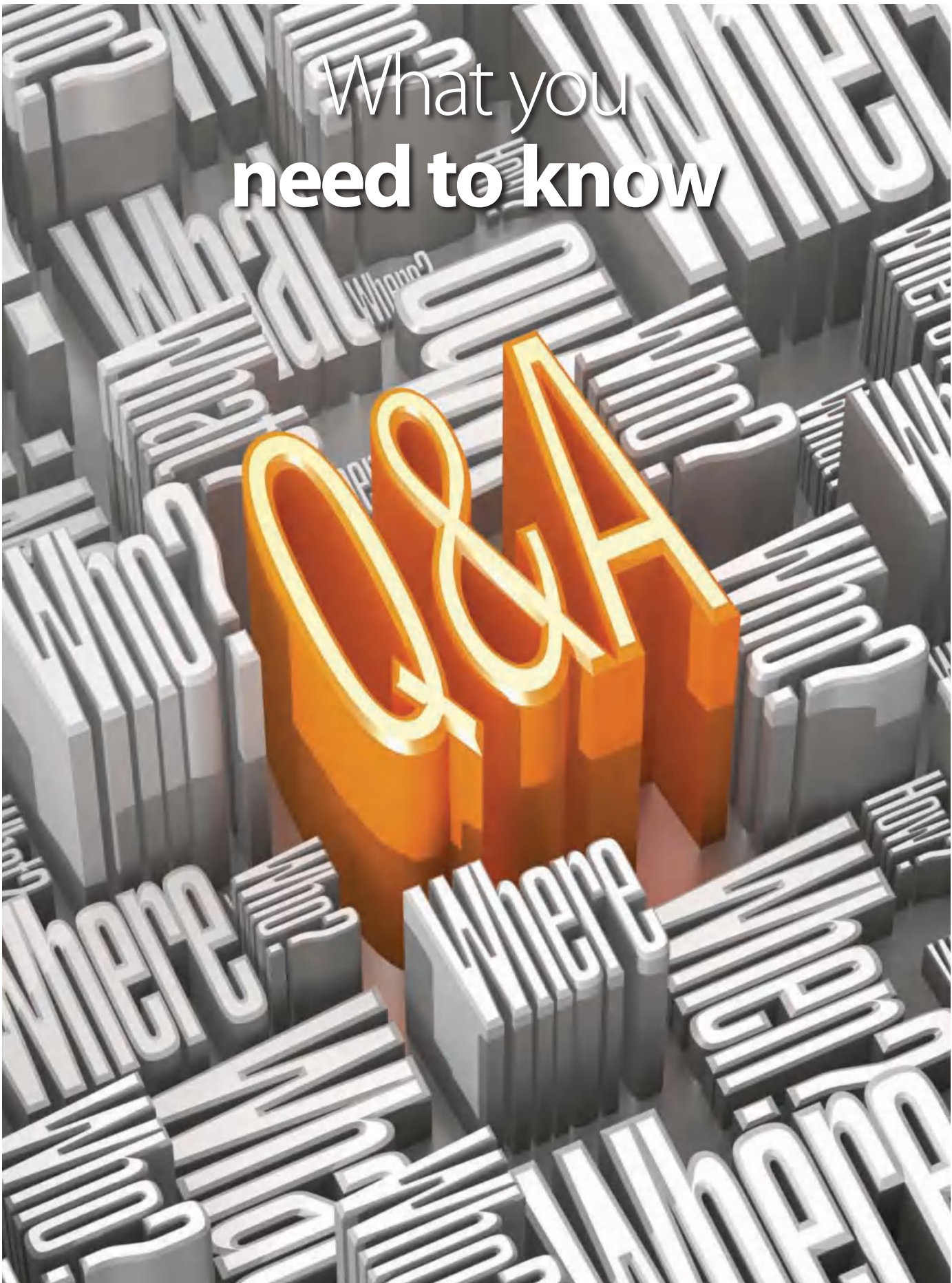
"The support I've had to succeed has been incredible," Chris explains. "I was not a fitness industry expert or qualified personal trainer when I heard about The Fitness Space, but my trust was built when I started to understand the processes and systems that had led to success elsewhere. I followed them and, with regular support from Tim, have surpassed all my commercial expectations in year one."

"The offer is unique in that it is viable in small spaces and in locations outside of a city centre because it attracts a certain type of member who seeks a community feel with a focus on them. Our members are not just another number and they reward us consistently with higher than industry average secondary spend. They simply love the environment we have created."

"Another big draw for me was The Fitness Space's partnership with Technogym. The technology ensures a high end member offering and the discount made my start-up costs more palatable - a real win-win from my perspective."

franchise Q&A

What you
need to know



AsktheExperts

YOUR FRANCHISE QUESTIONS ANSWERED BY OUR PANEL OF INDUSTRY SPECIALISTS

Q Under what circumstances would a franchisor reduce the size of a franchisee's trading territory?

JOHN PRATT WRITES:

Not all franchises allocate a specific territory to franchisees, but most do. Within a franchisee's territory, franchisees are required to promote and extend their franchised business. What they can't do is achieve a certain level of turnover within their territory with which they are happy and then decide they don't need to carry on growing their business.

If a franchisor believes franchisees are not continuing to grow their businesses because they have hit their comfort zone, they will point out the franchisee is in breach of one of the contractual provisions in the franchise agreement, which requires the franchisee's business to be grown. Technically, if that breach continues, the franchisor would be in a position to seek damages from the franchisee and eventually terminate the franchise agreement.

As a result, very often franchisors and franchisees negotiate a solution, which can involve agreeing a reduction in the franchisee's territory to the area where the franchisee is actively marketing and has the majority of his customers.

If there is no provision in the franchise agreement that entitles the franchisor to reduce the territory allocated to the franchisee, the franchisor would have no right to do so without the franchisee's agreement. As a result, increasingly franchise agreements contain an express right in favour of franchisors to reduce the franchisee's territory in certain situations.

Q What skills and competencies does a franchisee require?

BRIAN DUCKETT WRITES:

The answer very much depends on the role the franchisee is going to play in the business - for example, are they a doer or manager, or even a mixture of the two? Indeed, in some cases they could just be an investor.

Whatever their role, the critical skill for any franchisee is the ability to sell. If you have not or cannot sell anything to anyone, you will not succeed as a franchisee or indeed in any business ownership role.

Even if you don't have to sell products or services yourself, you'll still have to sell your vision to your lenders, ambitions to your family and ideas to staff and colleagues. Initially you'll have to sell yourself and your potential to the franchisor. After that you will need whatever technical skills are required to operate the particular franchise.

What is common to all businesses though is financial awareness and business management skills, not least staff recruitment and retention. Most franchisors are good at training the technical skills, but poor at training franchisees in business skills, so you may need to look elsewhere for these if you don't already have them.

Q How does the failure rate of new franchises compare to independent start-ups?

VICKY WILKES WRITES:

Most sources suggest the success rates of franchise businesses are greater than those of independent start-ups.

THE PANEL



BRIAN DUCKETT

Brian Duckett is managing director of The Franchising Centre, part of the world's largest network of specialist franchise consultants, accountants and lawyers. Tel: 0870 458 6682.



JOHN PRATT

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VICKY WILKES

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SHELLEY NADLER

Shelley Nadler is a senior solicitor in the Franchising Team at Fieldfisher and has many years' experience of advising on all aspects of franchising. Tel: 0207 861 4655.

However, failure rates can be misleading and difficult to measure, in part because the two business types are very different.

A franchisee has the advantage of starting with a successful brand and business model and are carefully screened by franchisors before they are appointed. In contrast, a start-up will usually take much longer to develop and the barriers to entry are far lower.

It's worth noting that the franchise industry has been growing steadily and statistics released by the British Franchising Association show significant growth in recent years. This would suggest franchises are an excellent option for anyone who wants to start their own business.

However, if you're making a choice between opening a franchise and an independent start-up, perhaps the most important factor is whether the business itself is right for you and suits your personal goals. Franchises are often ideal for those who have previous business experience and enjoy working as part of a corporate structure, whereas start-ups tend to favour those who prefer to operate independently and have more control over their business.

Q Does a franchisee receive help to find, fit out and furnish premises?

SHELLEY NADLER WRITES:

Many franchisors assist a franchisee in acquiring suitable premises for use as a franchised outlet. In some cases, the franchisee may search for premises for consideration and approval by the franchisor.

Sometimes franchisors will find premises for franchisees. The franchisor may also be able to give assistance to the franchisee in obtaining any necessary consents under the planning legislation. Some franchisors offer to assist franchisees with negotiating a lease of the premises with the landlords or their agents.

Initial assistance is usually provided by the franchisor on the design, fitting out and equipping of the business. Some franchisors will provide standard designs and specifications and will require the franchisee to prepare plans for the premises for approval. Other franchisors may assist to prepare the plans themselves or provide a design agency or architects to do this for the franchisee at the franchisee's cost.

The franchisor will usually visit the premises during the fit out and before the franchise business is open for trading in order to check all the works have been carried out to the required standards and that design guidelines and specifications have been followed.

You can expect that the franchisor will tell you what kind of equipment, fixtures and fittings and furnishings are required for your business and where to obtain them from. In some franchise networks, the initial fee includes an initial package of fixtures and fittings, equipment and/or products comprising all the initial requirements of the franchisee's business.

In some cases the initial franchise fee may include the costs of a 'turnkey' fitting out of premises, which involves the franchisor carrying out all the design and fit out work using its own contractors. When the works are completed, the franchisor hands over the premises to the franchisee ready to start trading. **MM**

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Ralph and Hazel Watson, Fife franchise owners



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franchising

Growing businesses

WHY YOU SHOULD CONSIDER INVESTING IN A
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Amanda and Ian Thompson bought Time For You Buckinghamshire in 2010



Time For You founder Freddie Rayner



Caroline Kirby: "My franchise is always growing"

Buckinghamshire franchisees Ian Thompson and his wife Amanda bought their Time For You business in October 2010, after Ian was made redundant from his job with the John Lewis Partnership.

He had been working for the company for more than 30 years when his department was relocated and, not wanting to uproot his family, took the redundancy package that was offered to him.

He considered starting his own business, using his redundancy package as an investment, but given the economic climate decided it was too risky. Instead he looked at franchising as an alternative.

RESEARCH

After researching several different sectors, Ian decided that he needed something that had unlimited earning potential - being a man in a van meant that he could only take on so many jobs each day. He decided on a cleaning franchise because it was a stable sector and he found that Time For You had a great track record.

"The thing I really liked about Time For You was the fact that company founder Freddie Rayner encouraged me to speak to some of his franchisees," Ian says. "Obviously, he would promote the benefits of the business to me because he was trying to sell it, but his franchisees weren't selling to me, they were just being honest about their experience with the company."

"This confirmed to me that the business model was a good one because franchisees were getting great results. I would advise anyone thinking of buying a franchise to speak to franchisees before they commit to anything, as it is really helpful."

Ian and Amanda have since gone on to buy a second franchise area and now have more than 200 clients across both territories. They plan to keep growing both businesses and feel that with the support they get from Freddie they will achieve all their goals.

INVESTMENT

Caroline Kirby is the Time For You franchisee in Tunbridge Wells.

She says: "Once upon a time I worked as an investment banker. After having my three children, however, that occupation was no longer suitable, so I decided to do something different and set up a community magazine. It was there I learned about Time For You."

"To make my magazine work I learned as much as I could about marketing and advertising - what works and what doesn't. Freddie Rayner submitted an article to my magazine about Time For You and, in my opinion, it ticked all the right boxes."

It wasn't long before Caroline found herself looking at investing in her own franchise. "I visited the Time For You website and decided that I was sold," she says. "Who doesn't want to work half the hours of an average person for double, or even

triple, the money? I decided I was one of these people and, one meeting with Freddie later, I was a franchisee."

Caroline adds: "I can't stress enough the positive impact Time For You has had on my life. Having made £77,000 profit this year alone, I am able to send each of my three children to a private school. During the school holidays I can work at home and I have the extra money to treat each of them. This is something every parent dreams of being able to do and I truly believe it's easily achievable."

"My franchise is always growing. I currently have close to 200 clients and work with 100 independent cleaners. Our partnership benefits the both of us and enables me to take care of things such as the smooth running and accounts of the business, while my clients receive a trustworthy service."

"I would strongly recommend that anyone who wants to spend more time with their children looks into the investment of a Time For You franchise. Not only do I have more quality time for my family, but I also have a larger income to make sure that they will have the best upbringing I can provide for them." **MM**

FOR MORE INFORMATION

■ Visit www.time4youfranchise.com for your free Time For You prospectus.

FREE INFO NO: 4355

franchising

No cleaning **required by you ever**

WITH TIME FOR YOU, YOUR SUCCESS IS GUARANTEED - OR YOU GET YOUR MONEY BACK



Franchisor Freddie Rayner is no stranger when it comes to the franchising world. In fact, as the creator and owner of Time For You, the longest established cleaning franchise in the UK, he is well known within the industry.

In the early 1990s Freddie was a cleaner living hand to mouth, as many hardworking people do in the UK. No matter how hard he worked, there simply wasn't enough money left at the end of the month. And then his wife Ruth was taken seriously ill.

On top of worrying about Ruth's health, Freddie found himself worrying about his financial situation. Spending time with Ruth meant he couldn't work and as a self-employed cleaner, if you don't work you don't earn.

As Ruth finally made a recovery, Freddie decided he could never leave his family in that desperate situation again. He knew the cleaning industry was a booming one - as it continues to be - but realised the real money was not to be made by doing the cleaning, but by running the cleaning company.

The couple started their first cleaning company in Milton Keynes. Freddie and Ruth enjoyed being their own bosses, but had problems with customers who saw no urgency in paying for the services they were receiving. For that reason their small business experienced cash flow problems and eventually Freddie shut it down, ending up with just £200 for his hard work.

Freddie is the kind of person who is more motivated by failure than put off. And so he decided to try again - except this time he would make customers pay up front for their cleaning.

This was the key discovery that made Time For You a viable business. Freddie and Ruth could spend their time growing the business, rather than chasing payments. In fact, it wasn't long after establishing their new venture that the couple found their clients preferred to pay 'there and then', instead of having to worry about invoices.

By 2002 Freddie and Ruth had been running their cleaning company for five years and were ready to expand. They decided to franchise their concept and sold the first franchise a few months later.

In the 12 years since Time For You has gone from strength to strength and continues to maintain its lead as the biggest UK domestic cleaning franchise. It has featured on BBC television and Channel 5, and won a HSBC Business of the Year award. In addition, Freddie has become a published author on franchising with his book, *Your franchise success*, and often features in franchising magazines.

In the last decade Freddie has watched Time For You grow into an established, dependable network of 204 franchisees. With permanent support and constant opportunities to develop new marketing and business skills, every new franchisee is protected by the only money back guarantee offered by a UK franchise. That's how confident Freddie is that Time For You works.

He says: "Buying a franchise takes away the risk of starting a business that will actually succeed. On day one you benefit from more than 15 years of learning and development that has been done on your behalf. That's why 87 per cent of our franchisees make back the money they initially invested within the first six months. And there's a money back guarantee to protect you if for whatever reason it doesn't work."

BRILLIANT WORK/LIFE BALANCE

"If you are thinking about a franchise, I recommend you look at Time For You," Marieannette Magee of Time For You Belfast says.

"I was immediately impressed with the down to earth and honest approach.

Freddie told me to speak with as many existing franchise owners before travelling down to see him and with so many positive comments, I was hooked.

"I can honestly say I haven't looked back since. Never in my wildest dreams would I have thought my business would do so well, with so many clients joining and paying in advance.

"The whole Time For You experience has been amazing - the results I've achieved, the excellent training package and the value for money, especially as we don't pay any royalties, so we get to keep more of what we earn.

"I fully expect to go full-time soon to enable me to achieve a brilliant work/life balance." **MM**

franchising

Highly recommended

EDINBURGH TIME FOR YOU FRANCHISEE CATHERINE FITCH EXPLAINS HOW BECOMING HER OWN BOSS CHANGED HER LIFE FOR THE BETTER

This morning I sat at the table and ate breakfast with my three-year-old son. Then we built a train track together. I didn't have to rush to work for a certain time, so we had time to chat and spend quality time together. At this point residual income is coming into my business account and the tasks I needed to complete for the day are flexible and planned throughout the morning. Both my son and I have big smiles on our faces. We are very, very happy.

I lead a very different life today compared to a few months ago, when I had to get up at 4.30am twice a week to fly to London, not returning home until 8pm. I felt so shattered at the weekends that just the thought of doing family activities was exhausting. I regularly felt guilty because I couldn't give my son the time he deserved. On top of this, I wasn't doing as good a job at work as I could have.

CONFIDENT

I knew I needed to make a change, but with a mortgage and bills to pay, I had to be confident in what change that would be. I also worked for good people. I loved my job before I had my son and the company I worked for were supportive and generous.

Another factor in making a change was financial. I couldn't carry on working 70 hours a week, but what could I do that would earn me more money for less hours? The solution was to work for myself and run my own business - a very daunting prospect. I had developed business skills from my previous role as a recruitment consultant - I was confident dealing with people and bringing in sales - but to write a business plan, set up a website and put together robust procedures and processes? No thanks.

It was my mum who spotted the franchise opportunity with Time For You in our local Duddingston community magazine. I always had cleaners, so I know how important it is to have a good one. A single phone call wouldn't hurt, I thought.



Catherine Fitch

This call led to a meeting with Time For You founders Freddie and Ruth Rayner. I also spoke with several Time For You franchisees across the UK to see how their businesses were performing. The feedback was honest and positive. When I met with Freddie and Ruth I knew investing in a Time For You franchise was the right move to make. They are so passionate about helping you to achieve your goals. They don't interfere, but are there if you need them. They also run a 'success track' programme, which has been invaluable in keeping me focused and on track.

TRAINING

The initial training is great and geared up to the individual franchisee. Everyone coming into the franchise has different skills to bring to the business, as well as different things to learn.

The website is set up for you - you just add the content, guided by Time For You, which advises you on what works well online. There are different leaflet designs to choose from and the marketing materials provided make you look professional and competent in front of clients.

Freddie and Ruth have vast industry experience, which they share with you. They have learnt through the mistakes they have made while building their business, enabling them to provide you with real life examples of what to expect. The training is ongoing and you can reach out to other franchisees and learn from them.

Freddie and Ruth also put on a dinner dance after the company's AGM, which is a lovely chance to meet other franchisees in the network.

The good thing about Time For You is that the proven business template is written out for you. As a business owner, how you choose to run things is left up to you, so you can grow the business as big as you want.

I started my business on February 4, 2013. By July 5, 2013 I had 153 clients. I am earning enough to pay the bills and will be going on two holidays this year. It is up to you how big or small you want your business to be.

IMPORTANT

My business partner is my mum, Jennie. She does all the admin, while I do the marketing. I plan my client visits and cleaner interviews around my personal commitments, not the other way around. So when my son goes to school in a couple of years I will be able to see his school plays and sports day - all the important things that make life worthwhile. My mum and I want to take my son to lots of different countries so he can see the world. This is possible as I can run the business from my laptop and phone. When I take a holiday, income still comes in.

Investing in the Time For You franchise has been the best decision I have made. I am happier, more relaxed and less stressed. On top of that, I'm earning more than in my previous job. I have control over my future and a chance to give my son a good start in life. He is so much happier as I am around more and, of course, I don't have that awful wrench when I go to work. He knows that if I have to see a client I am only going to be away half an hour.

If you follow the business plan and processes set out by Freddie and Ruth, you can make this business work for you. I would recommend it to anyone. **MM**

FOR MORE INFORMATION

- Visit www.time4youfranchise.com for your free Time For You prospectus.



Catherine Fitch with her son

FREE INFO NO: 4355

**"Who Else wants to
TRIPLE their current
income working from
home in a simple to run
business that anyone
can run and be proud of,
without working long hours!**



Freddie & Ruth Rayner with son Sam.
Family owned and run since 1997.

PLUS, full training is provided so anyone can do this. If you are looking for a well established, proven, successful franchise then this is the most important article you have read, here's why....

Our domestic cleaning franchise comes with a unique 100% Money Back Guarantee! That's right, We Guarantee you will make £30,000 in profit (not turnover) inside 18 months or we will give you your money back.

Just look at these benefits!

1. Join UK's largest franchise of it's kind with over 201 franchisees!
2. No cleaning done by you ever!...
3. Work from home! No more commuting!
4. No staff worries! You keep all your profits!
5. No invoicing to do! Makes life simpler!
6. No stock required! No dead money!
7. Clients pay in advance! No cash flow concerns!
8. Massive potential earnings! It's up to YOU to determine your future income!
9. No Royalty Payments to Pay!
Unlike most other franchises we do not penalise your success.



94% of our Franchisees re-sign for a further 5 year term!



Featured on BBC2's Working Lunch.



Winner of HSBC Bank 'Business of the Year'.

FREE INFO NO: 4355

Don't just take our word for it, see our website to see what our existing franchise owners think of their businesses right across the UK and Ireland!

www.time4youfranchise.com

show preview

Unparalleled **information**

OVER THE LAST SIX YEARS THE FRANCHISE SHOW HAS HELPED THOUSANDS OF PEOPLE MAKE THEIR MOVE INTO BUSINESS



For many of us, the thought of escaping the weekly nine to five is the stuff dreams are made of - no more early morning alarms, no more commuter traffic and no more office lighting

We've all had these desires to become our own boss - a desire to break free from the corporate structure, allowing yourself to think independently and create freely. To have all the

responsibility. To be the sole reason a venture is successful.

You may have an extraordinary entrepreneurial spirit, exceptional leadership skills, unfaltering determination and a willingness to provide the highest level of energy and effort, culminating in allowing you to do so.

Unfortunately, not everyone fulfils said desires and they're relinquished back into the back of the

brain. After all, there are never any guarantees when it comes to starting your own business.

If you're one of the select few who have that intrinsic yearning to be your own boss and are going to take the plunge, congratulations are in order - you've already made it further than most others.

However, why are so many people in the UK choosing to go into business alone? It's been reported nearly 50 per cent of start-ups fail within

the first four years, with the major contributing factors being lack of market need for the product/service (42 per cent), lack of planning (67 per cent) and lack of relevant skills (67 per cent). What makes it so much more surprising is the fact there is a viable alternative - franchising.

Bringing in £13.7 billion in turnover - one per cent of the UK's GDP - and employing 561,000 people nationwide, franchising is big business in the UK.

For some, investing in a franchise model is the perfect fit. It offers a ready-made business model with a loyal customer base; a tried and tested brand; relationships with suppliers; a dominant online presence; and extensive training. All these aspects result in a lower level of risk for your monetary investment. It's all there, boxed up and ready to go.

The franchise industry has seen significant growth in recent times and it's now more diverse than ever before, with the UK proving fertile breeding ground for franchises of all shapes and sizes. The industry is now ripe with opportunities for franchise first-timers hoping to get a foot in the door and even for experienced business owners looking to expand their portfolio.

With much of the work already done for you - the brand building, the marketing strategy, the idea development - a huge part of getting started in franchising isn't running the business itself, but researching and pinpointing a franchise model to suit your budget, character and ambition.

FAST MOVING INDUSTRY

Over the last six years The Franchise Show has helped thousands of people to make their move into business, offering access to the very latest information and opportunities within this fast moving industry.

The Franchise Show represents the industry's diversity to its fullest, continually delivering an event that puts visitors in front of over 150 brands, including Anytime Fitness, Cartridge World, Coyote Ugly, Mac Tools and Snap Fitness, and at the heart of unparalleled information, opportunities and contacts spanning every area of franchising.

Whether you're searching for the right franchise or you simply wish to find out more about the industry, The Franchise Show's comprehensive exhibitor line-up and conference schedule is a great place to start. You'll discover over 150 franchise brands from the UK and further afield, as well as information on everything from master franchise operations to retail franchises. And with the compelling seminar schedule, finding the right information has never been easier.

Does the franchise you're interested in have a strong brand and good processes? Is it an easily replicated, profitable model? The show will allow you to scope out the industry and process an abundance of information, leading to you making informed, educated decisions.

INTERNATIONAL OPPORTUNITIES

High investment, high return opportunities are also available at The Franchise Show, offering visitors the chance to meet people who have successfully established master franchises. To complement the number of UK brands at the show, many international franchises will be present, all looking for willing franchisees to take the reins of their concepts in the UK.

Many of the international brands exhibiting at the show are not currently trading in the UK and

are therefore offering you the opportunity to acquire the master franchise licence. This will provide you with the benefits of being responsible for not just one, but a whole network of these franchises in the UK.

A number of brands from the United States, Spain, Italy and the rest of the world are looking for UK master franchisors at the event. These brands offer a unique and exclusive opportunity to bring a globally successful brand into the UK. If you think

“With the compelling seminar schedule, finding the right information has never been easier”

you have what it takes to do this, The Franchise Show can arrange a one-to-one appointment at the show. To discuss what's involved call 0800 1577950.

SEMINAR PROGRAMME

Via a series of 30-minute seminars delivered by the most respected and experienced professionals in the industry, The Franchise Show will provide you with the answers to all of your burning questions.

Each free seminar focuses on a different franchise sector. Starting with a brief introduction to franchising, the seminars look at the characteristics of the market, investment levels, expected return, skills needed, the common pitfalls and the day-to-day operations.

If franchising sounds like an investment you might like to make, then where better to start than The Franchise Show on February 19-20 at ExCeL, London? **MM**

FOR MORE INFORMATION

■ To register for your free ticket call **0800 157 7950** or visit **www.thefranchiseshow.co.uk**



day in the life

Working out

BECOMING A FRANCHISEE FOR THE FITNESS SPACE
WAS THE BEST DECISION CHRIS WRIGHT EVER MADE

Chris Wright owns The Fitness Space Hughenden Valley. It opened its doors in September 2014 and is going from strength to strength.

Following a successful pre-sales programme, which surpassed all expectations, the club made a profit after five months and is now a 41 per cent EBITDA performing club.

CHRIS, TELL ME WHAT A TYPICAL DAY LOOKS LIKE FOR YOU?

I've just become a parent, so my first priority is helping my partner and little girl get ready for the day. My working day starts around 9am when I meet with my club's general manager to look at the day ahead, including the club's key performance indicators, what we need to achieve that day and where it fits in our weekly and monthly goals.

I've still got great relationships with many of our founder members, so I'm often delivering tailored personal training sessions for them in the mornings. I try to leave the club over lunch, which gives me some time to reflect and plan.

The afternoon is usually quieter in the club, so it gives me space to focus on our monthly marketing plans, review any data my general manager has shared with me and keep planning our growth. I track the member data to make sure they are getting the most out of their journey with us and that we're keeping in touch with them to support their fitness goals, as well as keeping that very personalised approach alive and well.

As my working day comes to an end, I make welcome calls to our newest members to check they're happy so far and ensure they're booked in for their member development services. I enjoy this customer interaction, making sure we're delivering against our proposition.

HOW OFTEN ARE YOU IN THE CLUB?

The great thing about The Fitness Space's initial training and processes is just how robust they are. This means I am involved as much or as little as I want to be. The reason I like to be hands-on is because I love the fitness industry and am passionate about getting people results.

Realistically, because of the nature of The Fitness Space model, I don't need to be as present, but I want to be and love seeing my business grow every day.

"The reason I like to be hands-on is because I love the fitness industry and am passionate about getting people results"



BUT IT MUST HAVE BEEN TOUGH TO START?

Don't get me wrong, it's not plug and play. You need commitment, focus and drive to succeed. But with the management of the pre-sales plan taken care of by The Fitness Space, as well as a comprehensive launch programme, I was never alone. I always had support and advice to make sure the results were inevitable with the right attitude from my end.

WHAT'S BEEN YOUR HIGHLIGHT SO FAR?

Definitely seeing our secondary spend initiatives flourish. Being equipped and confident to sell additional member services like hot yoga, health MOTs, DNA testing, personal training and fit camps has been a huge personal and financial highlight. We are seeing members thrive, as well as the business.

WHAT'S BEEN THE BIGGEST CHALLENGE SO FAR?

Once the training was finished and our launch programme had been successful, I remember thinking: "Wow, I need to recall this stuff and be knowledgeable about all the amazing technology."

I needn't have been concerned, as the support I had was incredible and as soon as I started talking to potential members all the training kicked in. My staff and I were fluent and so confident about the offerings.

WHAT'S THE BEST THING ABOUT BEING A TFS FRANCHISE OWNER?

Aside from being part of something unique in the fitness industry, it has to be the ideal combination of financial reward and work-life balance. Coupled with doing something I am really passionate about is simply a bonus. It's the best decision I have ever made and I am already planning my second franchise. **MM**



FOR MORE INFORMATION

■ Visit www.thefitnessspace.com.

FREE INFO NO: 5044

day in the life

Action Man to ActionCOACH

FORMER ARMY CAPTAIN STEVE GASKELL HAS SUCCESSFULLY TRANSITIONED FROM THE SERVICES TO CIVVY STREET THROUGH FRANCHISING

Steve Gaskell is now a franchise partner with ActionCOACH, the world's number one business coaching franchise.

The 47-year-old, from Newton Abbot, left his army career with the hope that he could spend more quality time with his family. Steve joined the army in 1985 and 22 years later became the Regimental Sergeant Major of the Princess of Wales's Royal Regiment, ending his career as a commissioned captain.

EXTENSIVE RESEARCH

Having served in Northern Ireland, Bosnia, Iraq and Afghanistan, his final posting was as the Welfare Officer at Woolwich barracks in London, looking after 720 soldiers and 264 families.

In the run-up to leaving the army, Steve carried out 18 months of extensive research into what to do and kept coming back to ActionCOACH.

Steve explains: "I went to The Franchise Show at ExCeL and met the ActionCOACH team and things fell into place. I left the army in August 2013 and began training with ActionCOACH in September. I had done some really cool courses in the military, attempting SAS selection was the hardest, most challenging and best. ActionCOACH training came a close second - it was life changing."

The business has, very quickly, allowed Steve to become part of the hub of his business community. He not only directs his local Business Network International group, but he is also on the Chamber of Commerce committee and is in line to take over the chair.

Through discipline and focus, Steve now owns a successful business with great growth aspirations



for the future. While he has autonomy in the delivery of his coaching, he has the support of a national and global support team.

"Being a franchise partner has been a fantastic way to get underway in business and master your own destiny," Steve says. "It has given me the freedom and flexibility to live my life in a truly

abundant way with my family, friends and great clients."

In just 18 months, Steve's business has helped him achieve great things. He won the inaugural Nationwide Resettlement Awards as Franchisee of the Year 2015, beating off many other entrants and two other worthy finalists. The business he initially started from home has recently moved into spacious offices, where he can offer one-to-one coaching or group sessions.

"The business has just gone from strength to strength," Steve says. "Sometimes I have to pinch myself. It's been hard work, but I am proud of what has been achieved and we have some exciting plans for 2016."

"I have a very clear vision of where my business will be in five years and what it will look like. On a daily basis I have one simple rule: always be working on the most valuable and profitable activity at that point in time."

It's not surprising to hear that Steve has a regimented approach to operating and growing his business. He now employs a Business Manager and a Business Development Manager, who have helped him to leverage his time dramatically and allows him to add real value when coaching his clients. In fact, Steve expects his business to grow to the level where he will need to employ an additional business coach later in 2016.

TIME WITH FAMILY

While all of this business success is fantastic, the most important thing for Steve was to spend more quality time with his family after so many years of active duty with the army.

"It sounds like a cliché, but none of this would have been possible without my wife's unbelievable support," Steve says. "Sam has been my rock, looking after our family during my absence on deployment, always placing her needs second and always there for me and the kids."

"My office is now very close to home and I no longer have to miss out on family events. My son is learning the ropes in the business and my daughter has plans to follow my footsteps into the armed forces." **MM**

FOR MORE INFORMATION

■ If you'd like to transfer your skills into a new career like Steve, you can find out more about ActionCOACH by calling **01284 701 648** or watch the opportunity overview video at **actioncoach.co.uk**.

FREE INFO NO: 4342



day in the life

Opportunity for new experiences

JOYCE BATTEN INVESTED IN A TUTOR DOCTOR FRANCHISE AND HAS NEVER LOOKED BACK

Joyce Batten has done it all, professionally that is. For over 25 years she was a senior executive in the social housing sector and has also been a senior director of a housing association, a non-executive director of another and on the governing body of the educational board for housing professionals.

Joyce has even run a small consultancy to offer her services to the housing sector, which she ran successfully for a number of years. Yet, after all that, she knew she wanted a change.

MORE FLEXIBLE LIFESTYLE

"I had a wish to do something different" Joyce says.

For Joyce, different meant a more flexible lifestyle and a business where she could determine and invest in her future. She knew that to fulfill these goals she would have to look outside of the traditional employment model - and that's where she found Tutor Doctor.

"I was thinking about where my next career move should be and I met with a franchise match making service, who gave me information on Tutor Doctor," Joyce says. "I found the idea of being involved in education exciting and believed I could make a difference for children and their families.

"I subsequently attended a franchise seminar held by one of the major banks and they had a checklist of criteria for choosing a franchise. Tutor Doctor seemed to tick most of the boxes."

With savings and a small bank loan as working capital, Joyce invested in a Tutor Doctor franchise and has never looked back.

She adds: "My initial faith in Tutor Doctor has been justified. The support we get from head office and the UK field resource is great. They are very proactive and always looking at ways to

improve the offering and encourage the sharing of best practice."

Since buying her first franchise in 2011, Joyce has received the Tutor Doctor President's Award (2012), was a finalist in the British Franchise Association HSBC Franchisee of the Year Awards 2014 and also a finalist in the Bromley Business Awards 2014.

"The future looks very bright," she says. "I am expanding under the company's Empire Builder programme by taking on another three territories. I have two part-time ladies who help me with admin, plus another part-time education consultant who carries out initial student assessments."

What does a typical day for Joyce look like? The beauty of Tutor Doctor is that there is no typical day. Each one is varied and provides the opportunity for new experiences.

For example, on any given morning Joyce will wake up and check her emails for any administrative tasks for the day. Once she's caught up, she will grab her morning latte and head out to her local Costa



Joyce Batten: "My initial faith in Tutor Doctor has been justified"

"In 99 per cent of cases, parents have noticed improved subject knowledge and self-confidence, leaving behind a much happier child"

to conduct tutor interviews. Keeping up a high quality roster of tutors is vital, so she spends most of the morning vetting and interviewing potential candidates.

After lunch, she checks in with a number of parents, just to keep up with what's going on,

"I speak to parents on a regular basis to check how things are going for their child," Joyce says. "In 99 per cent of cases, parents have noticed improved subject knowledge and self-confidence, leaving behind a much happier child. I am starting to get more and regular customers and referrals."

COMMUNITY PRESENCE

She'll then move on to a community event - a school book fair or local community event - to promote herself and the business. Joyce knows the importance of being a community presence, so she ensures she attends an event at least once per week.

Once she's completed the event, she'll return home and ensure all the potential leads from the day are put into her system to be contacted about a consultation as soon as possible. After dinner, she may contact a few new leads, but at 7.30pm sharp she's closed up shop and preparing herself for the day ahead because it's sure to be different than the last.

"I would definitely recommend the franchise to others," Joyce says. "Besides making a good income, you have the satisfaction of knowing you are helping students achieve their true potential." **MM**

FOR MORE INFORMATION

■ Call **01483 319033**, email **opportunity@tutordocor.com** or visit **www.tutordocor.co.uk/franchise**.

FREE INFO NO: 4904

day in the life

Still going strong

IF YOU WANT TO KNOW WHAT IT'S LIKE TO WORK FOR LEADING GAS AND ELECTRICAL INSPECTION FRANCHISE GAS-ELEC, TALK TO DENNIS HEALY

Dennis Healy is one of 100-plus gas-elec franchisees



John Davidson: managing director of gas-elec

Dennis Healy started at gas-elec shortly after the company was born in 1996 - and 20 years later is still going strong.

A former electrician with Southern Electric, Dennis joined gas-elec - which pioneered the concept of a single engineer carrying out both gas and electrical inspections in one visit - because he liked the idea of being self-employed without having to land the actual work. So much so, in fact, that he actually helped with the initial pilot of the franchise: this safety inspection engineer has been with gas-elec every step of its highly successful way.

NO SELLING

"The company finds all the work," he explains. "My regional office typically books me five jobs a day. The first one is usually at 8am and I'm generally home at 4.30pm, when I enter the details of the day's work on my computer before submitting them to the company. So there is absolutely no selling. As a system, I really can't fault it."

No selling and no invoice chasing either - money lands in Dennis' bank account directly from gas-elec. One of the biggest turn-offs for would-be franchisees is the mountain of administration that comes with self-employment. Knowing this, the company devised its bespoke bureau facility which, on franchisees' behalf, collects in monies, performs credit control and sets credit limits for clients. And pays franchisees twice a month upon receipts from customers.

"We came up with the idea eight years ago after we realised that the amount of time regional offices

were spending on admin was leading to a direct fall in sales," explains managing director John Davidson.

"We brought in a team of accountants who set up the systems and wrote the software to our specifications. They administered it for us for two to three years and then we took it back in-house and adapted it further still. On average, GBS saves our engineers around 17 hours a week in bookkeeping. That's proper support for our franchisees."

Proper support for Dennis, which has enabled the 54-year-old to comfortably look after his large family - seven now grown-up children and a wife who doesn't work outside the home - for two decades. "I don't hear them moaning," he laughs.

Almost all of Dennis' work is in and around Berkshire where the sight of him driving around in his van, fully-liveried with the gas-elec logo, is not unfamiliar to locals. Sometimes he gets several days' work at the same property, which cuts down on driving further still. However, for three consecutive summers he was asked to work much further afield. It was far from inconvenient.

"I was sent to Spain to do some testing and remedial work on some Thomson hotels," he says. "They asked me, in all seriousness, how many times a year they'd have to get things checked and I was tempted to say 'twice' so I could go back again the same year."

During his 20 years with the company, Dennis has been part of its year-on-year growth and is

now one of 100-plus gas-elec franchisees, some of them earning more than £60,000 a year. Between them, they have provided services to more than 1,000,000 customers.

After 20 happy years with gas-elec, Dennis still works full-time - but not because he has to. As well as providing for his large family, which now includes nine grandchildren, he has also paid off his mortgage and has no debts. Indeed, he has plenty of time to spend money on his favourite pastime: "eating out, usually with my mates."

GREAT RELATIONSHIP

Yet when his fourth franchise agreement expires in two years' time, gas-elec's first franchisee has every intention of taking out a fifth.

"I love the hours of the job, the earning potential, not having to collect money or chase debts, and the understanding, friendly people in my regional office," Dennis says. "I also have a great relationship with my clients and have known some of the staff in the lettings agencies with whom I work for my entire time as a franchisee."

"It all feels very meaningful to me, and if I was starting afresh, I would certainly do it all again." **MM**

FOR MORE INFORMATION

■ Call **0800 015 2030**, email info@gas-elec.co.uk or visit www.gas-elec.co.uk/franchise.

FREE INFO NO: 4022

franchise choices

Match maker

BEN BROOKES, DIRECTOR OF FRANCHISING AT AGENCY EXPRESS, **GUIDES** YOU THROUGH THE PROCESS OF SUCCESSFULLY CHOOSING THE RIGHT FRANCHISE



For many people, the prospect of starting their own business is daunting and understandably so, because with any new venture comes a level of uncertainty and risk.

The one aspect of business that even the most meticulous entrepreneur cannot guarantee is the security of achieving success and a sustainable income in the early trading period. This is one of the many reasons why more people are now looking to the UK's wide selection of franchises for sound and credible business opportunities. However, deciding to buy a franchise is a major decision and investment - it should not be entered into without consideration or understanding.

AGREEMENT

A simple quote often used to explain franchising is: in business for yourself, but not by yourself. But by definition, franchising is an agreement where

the franchisor permits an individual - the franchisee - to trade under its trademark, who uses its business formulas and processes in order to deliver goods and/or services according to the terms of the franchise agreement.

There are many benefits to investing in a franchise business. The most significant being that your foundations are built on the franchisor's years of experience, proven business formulas and established brand.

In addition, the franchisor has also invested in the development and success of your business and with any difficulties you may face it's on hand to support you every step of the way. This is why franchise businesses have higher success rates than standalone start-ups and why many choose the more secure option of franchising.

But franchising is not for everyone. Unlike a standalone start-up business, franchise businesses are not completely autonomous. As part of the

terms of the franchise agreement, franchisees agree to comply with the parameters set out in a franchise operations manual.

The formulas built into these manuals are essential to daily and ongoing operations and your franchisor will mandate that you adhere to them. While many prospective franchisees welcome the structure of following a tried and tested system, some people find it difficult.

There are over 900 franchise brands operating in the UK, which fall into a number of categories, including business-to-business, where products or services are exchanged between companies; business-to-consumer, where products or services are sold directly to consumers; blue collar, which refers to hands-on services; and white collar, which involves the sale of professional or managerial services.

Selecting the right opportunity is vital to your success. The first questions you need to ask yourself

are: what do I want to achieve? And: 'what am I good at? Then think about what you require from a business and what type of industry would suit you. Are you a hands-on person or an early riser? Do you need flexibility?

Self evaluating and answering some of these questions will help you ascertain what type of franchise opportunity would be a good match for you.

RESOURCES

With a number of excellent franchise websites and publications to choose from, knowing where to start can be difficult. Your first port of call should be the British Franchise Association. Use its resources to educate yourself on the industry and the opportunities available within it.

Franchises that are bfa members are committed to delivering franchise excellence and comply with a franchising code of ethics. Full bfa members are regarded as the most reputable. These are typically long-standing businesses that have a history of successful franchising. From these franchisors you can expect proven business formulas, extensive training, daily support and ongoing guidance.

Once you have narrowed down a list of franchisors that meet your requirements, review each opportunity in detail. The franchise world is teeming with great sources of information - from exhibitions to free seminars. Take advantage of these by going prepared. Equip yourself with a series of questions to ask each franchisor, note down the answers and then compare them later.

A franchise with successful franchisees and a strong trading history will openly encourage you to do as much research on the model as possible. It will also suggest you speak to existing franchisees and even its competitors. Due diligence will ultimately safeguard your investment and provide you with the extra assurance needed throughout the early days of your new business.

When choosing a franchise, it's important to remember that it's an opportunity to build and grow your own business with the support and backing of a franchisor. Good franchises have proven business formulas, but success is not guaranteed. Although franchises have much higher success rates than standalone start-up businesses, owning a franchise requires commitment and drive in order to reap the long-term benefits. You get out what you put in.

How much can you invest and how much should you invest? Franchise costs vary depending on the industry and business model. When calculating your budget, don't overstretch yourself - it's important to think beyond the initial investment you'll be making.

As a franchise business, you will incur a management service charge for ongoing support. While the amount and how that is deducted varies from franchise to franchise, you can expect to pay a

set fee or percentage of your turnover on a monthly basis.

It's important to make sure you have the working capital to fund your start-up period without relying on a consistent income. This way you will be prepared for all eventualities.

For many people, one of the greatest difficulties in starting a new business is applying for finance. Franchise businesses are unique in that they benefit from higher success rates than standalone ventures. If you're considering further finance, talk to the banks that specialise in franchising. Reputable franchisors develop their business models to maximise results and minimise risk. Banks understand there is less risk associated to lending funds to those who have chosen to invest in a reputable franchise with a proven track record.

CONTRACT

Your due diligence has paid off. You've met with the franchisor, spoken with existing franchisees and you're happy to invest your money in your chosen franchise. Next comes the franchise agreement. This is a legal and enforceable contract between the franchisor and franchisee.

When presented with your agreement, it's imperative you take the time to understand the terms and what is expected of you during the period the contract covers. If you require additional assurance or clarity of the details set out, seek legal advice from a solicitor - the bfa has an extensive list of affiliate solicitors who specialise in franchising on its website.

The early days of your business may not always be straightforward and mistakes are to be expected. It's important to remember why the franchisor is there and the benefit of a comprehensive support network. The ongoing guidance provided by the franchisor will ultimately guide your through each stage of your business growth, which increases your potential for success. **MM**

“When presented with your agreement, it's imperative you take the time to understand the terms and what is expected of you during the period the contract covers”

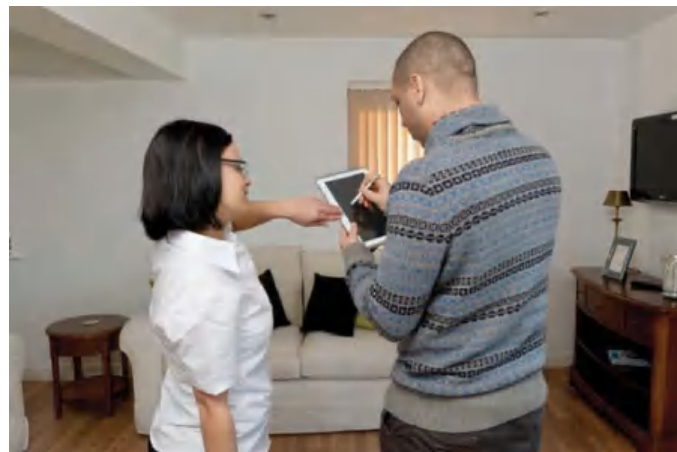
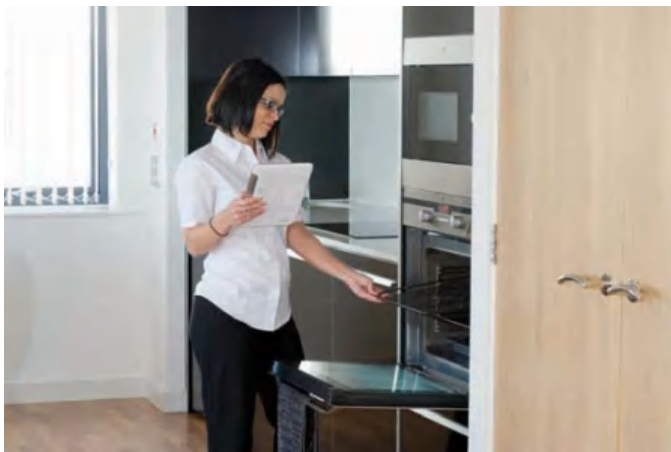
There are over 900 franchise brands operating in the UK



franchising

Join a multi-million pound market

NO LETTING GO FRANCHISEES PROVIDE A TRUSTED PROPERTY INVENTORY MANAGEMENT SERVICE



Considering a franchise? Why not become a No Letting Go franchisee and join the buoyant property rental market?

There are over 1.8 million landlords and over four million privately rented properties in the UK, meaning the potential annual market for No Letting Go's services is worth £700 million-plus.

FOREFRONT

No Letting Go has been at the forefront of property inventory management since 2006 and since then has been the benchmark for the provision of professional, high quality services to letting agents and landlords.

Property inventories have become an essential part of the letting process - important to both landlords and tenants - and No Letting Go is the fastest growing provider of these and related services. Its clients include letting agents, property management providers, landlords and property professionals.



Nick Lyons: CEO and co-founder of No Letting Go

"Building a successful business is about having confidence - confidence in your ability and confidence in the service you are providing"

Backed by an established brand, franchisees receive in-depth training and ongoing marketing support that reduces risk and increases their ability to grow a successful business.

Franchisees come from a wide range of backgrounds. What they have in common is the desire to steer their own ship and create a wonderful lifestyle for themselves and their families.

Rachel Farr joined No Letting Go last summer. She explains: "I am loving being my own boss and with additional backing and support from the No Letting Go team, I have the best of both worlds. I enjoy the variety, as every day is different, and the freedom to manage my own time and the flexibility I have as a result is wonderful."

Building a successful business is about having confidence - confidence in your ability and confidence in the service you are providing. Training is key in helping you develop that.

No Letting Go says its training and quality director, Lisa Williamson, is one of the best in the industry. She has over 20 years' experience, the last

10 years of which were spent running and building her own successful inventory business.

KEY

A key component of No Letting Go's franchise business is its PIMS system.

Lisa says: "Our property inventory management software sets No Letting Go apart. Letting agents love the fact they can order their inventories online, track their progress and have 24/7 access to their reports."

"As a franchisee, this user friendly tool not only gives you a great competitive advantage in terms of securing business, but as your own business tool it enables you to work efficiently, giving you complete visibility of where you are with your bookings, reports and invoicing." **MM**

FRANCHISE PACKAGE INCLUDES:

- Full training, including sales and marketing.
- The latest technology, including No Letting Go's user friendly touchscreen/voice recognition tablet system to help you create inventory reports and checks.
- Easy-to-use online inventory management system.
- Centralised marketing campaigns promoting No Letting Go's services.
- Access to national contract work.
- Ongoing business support and advice, including annual business and financial planning, to help you achieve your goals.

FOR MORE INFORMATION

- Call **0203 1264 409** or visit www.nolettinggo.co.uk.

FREE INFO NO: 4554

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On the **move**

MACC FRANCHISEES PROVIDE AN ON-SITE SERVICE FOR BUSY TRADESMEN



MACC is a French, family-owned business with a turnover of £40 million and 200 employees in Europe.

For more than 55 years this company has developed its business concept around innovation and direct sales. After having successfully operated two company vehicles for several years in England - Midlands and south east - MACC has decided to start a franchise network. It's just welcomed its first two franchisees on board.

INNOVATIVE PRODUCTS

Thanks to the quality of MACC's innovative products and the excellent service provided to customers, the company has always been able to ride the ups and downs of the market. It continues to move forward because it's always several products ahead of the competition.

Investing in innovation undoubtedly pays off. This has always been part of the MACC concept - developing products for the building trade with the tradesman's needs in mind. The ability to adapt to the market is essential. The product range offered to customers, who include builders, electricians, roofers and joiners, is extensive and the quality is second to none.

MACC has an enviable track record in its marketplace and will continue to invest in product research and development in order to always meet and exceed the latest requirements - new products are added to the range every year.

MACC has always invested in modern vehicles, which are fitted out for demonstration purposes. This is the best way to meet customers directly on site, provide them with spare parts or other services when necessary and demonstrate MACC products.



Having the possibility to sell unique products can help build your business, but it's not the only asset offered by MACC.

All MACC salespeople in Europe benefit from excellent induction training at its head office in France to start with, while they're led to success via one-to-one support in the field later on.

The company's latest on-board computer system and IRIS software allows its salespeople to manage appointments, sales, after-sales service and monitor how their businesses are performing. In addition, the customer database is updated on a regular basis.

The invoicing process is done automatically and access to a business dedicated web portal is provided in order for franchisees to have all the information they need to run their businesses smoothly. That way, they can concentrate on selling and making money.

BRIGHT FUTURE

Franchisees will benefit from the MACC operating system, a wide range of innovative products, initial training, ongoing support and, above all, will be part of a modern company with a bright future.

No previous experience in sales or the construction sector is necessary - MACC people come from all walks of life. In return, MACC asks its franchisees to give their undivided attention to the business and be committed to delivering the highest standards of service to every customer.

Franchisees will need to invest £15,000 and should see a good return in their first year.

You do not need to pay for any stock. As everything is designed and manufactured in France, MACC products are delivered directly from the factory to your customers. **MM**

FOR MORE INFORMATION

■ For details of MACC's special start-up offer, call François Kolz on **0116 2789 820** or email **kolz@macc.eu**. Alternatively, visit **www.macc-uk.com**.

FREE INFO NO: 4967

BE PART OF ONE OF THE FASTEST GROWING INDUSTRIES IN THE WORLD

Reach out for renewables

The renewable market in the UK has a predicted value set to reach £50 billion by 2020 and the sector presents fantastic opportunities for entrepreneurs who want to establish a new business in a rapidly growing market.

Green Square is looking for like-minded people to join their team and experience a business model that is in high demand from domestic and commercial customers looking towards greener alternatives for practical renewable energy solutions for the future.

The Green Square franchise offers the opportunity to work in an ethical environment and penetrate a ring fenced business area, while minimising the risks associated with starting out alone, with a sales potential of over £1 million in three years.

Other benefits include:

- Exclusive products
- Fully certified training and qualifications in renewable technology
- Quality Management system for micro-generation technologies in place (MCS)
- Supported by legislation
- Reasonable franchise fee
- Bespoke software allowing full system design and calculations for complex installations
- Full marketing support: website, launch event and marketing campaigns
- Turn-key business concept

For further information please visit our website, or to express an interest in finding out more information email:
franchise@greensquare.co.uk

T: 03333 707 707
www.greensquare.co.uk

**GREEN
SQUARE**

HOME ENERGY CENTRE

Best franchise finalist four years in a row

WOULD YOU LIKE TO JOIN A FRANCHISE WITH GREAT SATISFACTION LEVELS?



ActionCOACH awarded
'5 Star Franchisee
Satisfaction' status
2013-2015

If you want to invest in yourself, ActionCOACH could be ready to invest in you. The company is proud to say that its franchise partners are some of the most satisfied in any UK franchise system.

INDEPENDENT RECOGNITION OF SATISFACTION

In 2013, ActionCOACH was awarded '5 Star Franchisee Satisfaction' status by Smith & Henderson, following outstanding feedback undertaken anonymously by ActionCOACH franchise partners.

In 2014, it managed to secure the 5 Star status again, as franchise partners rated the business

opportunity and ongoing support even higher. Now the company has achieved this status for the third year running, as results from this year's survey were even better than last year.

The survey asks ActionCOACH franchise partners to anonymously rate 19 categories, including:

- Proven system.
- Products and services.
- The brand.
- Local flexibility.
- Innovation.

All these categories scored over 90 per cent, with the overall average score a whopping 90 per

cent satisfaction - a 5 Star Franchisee Satisfaction rating three years in a row.

Ian Christelow, UK co-founder of ActionCOACH, explains why 5 Star Franchisee Satisfaction status is one of the most valued awards the company receives: "We have a great community of franchise partners. They contact us on a regular basis about their achievements and those of the people they coach, so we think they are satisfied with the franchise and the support we offer.

"But you never really know until you get the results of something like this, where your franchise partners can give completely anonymous feedback. Despite our great results over the last few years,

we've not rested. We've continued to improve the support we offer and our ratings have improved year on year for three straight years following a set of results in 2012 that already placed ActionCOACH as joint runner-up in the large franchise category alongside McDonald's."

With its outstanding performance and support, ActionCOACH has now been a finalist for four straight years at the Best Franchise Awards and has won Best Franchise in the £25k-£75k investment category for the last two years.

THE KEY TO SUCCESS

ActionCOACH says the key to its success is working with the best of the best. Once its franchise partners have completed their initial 10-day training, the development continues.

Each year, ActionCOACH gets to work with half a dozen global thought leaders, who are at the very top of their game. Recently Marshall Goldsmith, who is recognised as the number one executive coach in the world, invested two days of his time with ActionCOACH franchise partners. He shared the coaching techniques and growth strategies he has mastered and developed to great success with his clients - he coaches the head of The World Bank.

ActionCOACH can get such top flight advisers to share their knowledge with its franchise partners because they recognise their impact will be far reaching when you have a network of 1,000 coaches in 59 countries. In the case of Marshall, he had paid an Action business coach to help his son in his business and had been blown away by the progress, so he was keen to give back.

ActionCOACH has a number of training styles to make the most of its franchise partners' development. Testing and measuring is key to this - the company analyses all its franchise partners' key performance indicators to identify areas it can improve on.

For instance, last year ActionCOACH identified that only 37 per cent of prospects bought its services, so the company commissioned one of its coaches with an 80 per cent prospect conversion rate to run a free weekly sales academy for franchise partners. The results speak for themselves, as last month the sales conversion rate had increased to 51.3 per cent.

Sharing best practice is another focus for ActionCOACH. There are over 50 opportunities for franchise partners to physically come together at business planning days, training days, conferences and social days and learn from each other and external speakers.

- More support and world class learning opportunities than ever.
- A quarter of a million pounds of investment in a client generation centre exclusively for UK franchise partners.
- Existing franchise partners going out of their way to help new franchise partners.
- Each ActionCOACH franchise partner gets their own business coach.

Lucas Vigilante, a franchise partner since December 2010, says: "I admire the calibre of people I get to work with and learn from and I've got the satisfaction of knowing my clients are the biggest winners - they've already scooped over 40 industry and professional accolades."

JOB SATISFACTION

The biggest motivation for ActionCOACH franchise partners comes from their clients. When you hire

a lawyer or accountant, you do so because you have to. But when you hire an ActionCOACH business coach, it's because you want to. Quite often it can be because another business owner has referred ActionCOACH because they saw great results - not just in their business, but in their work-life balance too.

That moment when you help a mum or dad get their business under enough control to see their children at their school sports day for the first time is priceless and there's no better feeling than making a meaningful difference to someone's life and hearing their heartfelt thanks.

James Circus approached ActionCOACH for help with his business. He explains: "I contacted ActionCOACH in 2012 because I was working until midnight and missing out on my two girls growing up.

"My coach helped me grow my business to a £10 million turnover and reduce my hours to just 20 a week. So I became an ActionCOACH too to help others achieve their dreams and I just took my family on holiday for three weeks in Bali."

RECOGNITION OF ACHIEVEMENTS

Recognition is a motivating factor for many ActionCOACH franchise partners. That's why the company recognises and celebrates the achievements of its franchise partners at three of its four annual conference dinners.

ActionCOACH established the Business Excellence Forum, with 17 trophies designed by the company who created the BAFTA trophy up



ActionCOACH wins UK Service Leaver Franchisee of the Year 2015



for grabs at a glittering black-tie dinner for over 500 business owners.

It celebrates on a regular basis as franchise partners are shortlisted in regional and national business, franchise and professional awards, including:

- Steve Gaskell - The Nationwide Resettlement Awards: Winner of the Marston's Award for Service Leaver Franchisee of the Year 2015.
- Shweta Jhajharia - HSBC/British Franchise Association Female Franchisee of the Year 2015 finalist.
- Pamela Featherstone - finalist in both Start Ups Franchisee of the Year 2015 and Encouraging Women Into Franchising's Woman Franchisee of the Year 2015.

ActionCOACH franchise partners come from all walks of life - from soldiers to teachers. To join this fast growing team of over 100 franchise owners in the UK, you'll need to raise a personal contribution to your investment of at least £10,000 (banks can lend up to £30,000 unsecured) and impress the UK recruitment team with your past successes, desire to help others and appetite for learning and growth.

The basic entry level investment for an ActionCOACH franchise is £21,000 and some of the UK coaches have already achieved revenues in excess of half a million pounds a year. **MM**

FOR MORE INFORMATION

- Call **01284 701 648** or watch the opportunity overview video at **www.actioncoach.co.uk**.

FREE INFO NO: 4342

James Circus, ActionCOACH client and now also ActionCOACH franchise owner, with his family



franchise top tips

Considering becoming **a franchisee?**

NORMAN GROSSMAN OF AUDITEL **OFFERS** SOME EXPERT ADVICE



If you're reading this magazine, you may be carrying out some research into franchising. So let's start with some numbers on the industry:

- Annual turnover: £13.7 billion.
- Number of franchisor brands operating in the UK: 903.
- Number of franchisee outlets: 39,000.
- Number of people employed in franchising: 561,000.
- Percentage of units profitable: 92 per cent.

This has grown from an industry that 20 years ago had a turnover of just over £5 billion, had 379 different brands and represented 18,300 franchisee outlets.

According to a recent survey by insurer RSA, 'the UK is a great place to start a business, but our research reveals independent business survival rates are low'. It's estimated more than 50 per cent of independent UK start-ups fail within five years, so franchising is well worth investigating.

There are a number of important issues, which I will touch on, but the personal rewards for a franchisee are not often mentioned, including:

- The pride in running your own business and the comradeship with your fellow franchisees and head office team can be truly enriching.
- Choosing a franchise where skills and talents can flourish.
- Choosing a franchise with an excellent history of training and support for newcomers and with a good economic outlook for the future.

HOW DOES FRANCHISING WORK?

To start your own independent business, a planned operational and marketing strategy would be necessary before you open your doors. Do you have the right equipment, the right stock and the knowledge system in place to launch successfully?

The advantage of franchising is that, for an initial fee and usually an ongoing royalty or management fee, you will receive a ready-made package. This will include brand awareness, training, support and comprehensive and continuing advice. All this will act as a firm platform for setting up and moving your business forward in the marketplace to obtain a quicker return on your investment.

When buying a franchise, you will need to sign a franchise agreement. You should seek legal advice from a solicitor who specialises in franchising and is used to seeing franchise agreements from across the industry.

HOW DO I CHOOSE THE RIGHT FRANCHISE?

Before you start looking, you need to take stock of where you are in your life. For example, what skills have you gathered and where do your interests lie? How much capital do you have available (bear in mind that banks are open to lending 70 per cent of the required investment)? What level of income do you require? Would you prefer to work alone or be more comfortable employing staff?

HOW DO I MAKE MY CHOICE?

Some of the questions you need to consider in order to accomplish this include:

- How long has the company been franchising?
- What's the level of competition nationally and locally?
- Is there a demand for the franchisor's products or services in your area?

TOP 10 TIPS

Stephen Sowerby is a veteran Auditel franchisee and the company's current franchisee of the year:

1. Although a franchise may be booming, with plenty of thriving franchisees, this does not guarantee success. You have to be realistic and appreciate that even a historically successful franchise might not be right for you or perhaps franchising itself might not suit you.
2. Have your budgets and business plans checked and challenged by someone independent. Friends and family are likely to encourage you and may not have any experience of running a business.
3. Speak to as many current franchisees as possible. If a franchisor is reluctant to let you speak to them, this might indicate a lack of confidence in the business concept.
4. Meet the franchisor and don't be afraid to ask difficult questions. Ask to see its last three years' accounts. What are its medium to long-term business plans? Is the franchisor looking to sell the business? A refusal to answer questions based upon confidentiality could be a warning all is not well.
5. Test the market prior to investing in the franchise. This can be done by speaking to local businesses and consumers and seeking their feedback on the opportunity.
6. Check the franchise for accreditations, such as membership of the British Franchise Association. Also research to see if it appears on franchise annual awards announcements.
7. Have several growth strategies and plans. If your preferred method of gaining new business doesn't work, you'll need to have alternative routes to market.
8. Think commercially. Although a franchisor might provide the tools and procedures for running the business, it won't run it for you. You need to be capable of making difficult decisions in the key areas where franchisor support is not relevant.
9. Think of the bigger picture. The novelty of being your own boss might wear off and you will need to be capable of motivating yourself day by day and multitasking. Enthusiasm and self-discipline are needed, especially if you are used to working in a large organisation with specialised staff.
10. Develop an exit strategy. You will need to understand the restrictions and restraints if the time comes to sell or leave the franchise. There may be restrictions on how your business can be sold and to whom, with non-compete clauses covering what you do next.

"To start your own independent business, a planned operational and marketing strategy would be necessary before you open your doors"

- Is the franchisor's brand name well known or will you have to create your own market?
- What is the quality of training and support, not only initially, but ongoing?

Talk to some existing franchisees to find out about their experiences with the franchise and the franchisor. Also consider a resale, which means taking over an established business.

HOW DO I RESEARCH THE OPPORTUNITIES?

Take advantage of the dedicated franchise magazines, recruitment websites and franchise exhibitions available. The British Franchise Association, which is the voluntary self-regulatory body for the industry, also has useful information available for prospective franchisees. **MM**



franchising

Food for **thought**

WITH MORE THAN 2,500 OUTLETS AROUND THE WORLD, AUSTRALIA'S LARGEST MULTI-BRAND FOOD FRANCHISOR IS EXPANDING ACROSS THE GLOBE



Established in 1989 as the owner and manager of around 50 Donut King and bb's Café stores, RFG has grown to become Australia's largest multi-brand retail food franchisor and a significant wholesale coffee roaster.

To date, it is the owner, developer and manager of the Donut King, Brumby's Bakery, Michel's Patisserie, bb's Café, Esquires, Gloria Jean's Coffees, It's A Grind, The Coffee Guy, Café2U, Pizza Capers Gourmet Kitchen and Crust Gourmet Pizza Bar franchise systems.

With several market leaders under its stewardship, the company recently celebrated the commissioning of its 2,500th global outlet. It also generates annualised coffee and allied beverage throughput of approximately six million kilograms, distributed under the Evolution Coffee Roasters Group, Roasting Australia and Di Bella Coffee brands.

FROM THE BEGINNING

RFG has built an experienced and highly skilled support network underpinned by proven business models and support systems, which have been perfected over 25 years of operation.

The company's now global operations, however, originated from humble beginnings with the Donut King and bb's Café brand systems. Both thrived under RFG's management, highlighting a significant opportunity and determining the company's future strategy to consolidate the Australian franchising sector.

In June 2006, RFG was admitted to the Official List of the Australian Securities Exchange following an oversubscribed initial public offer that valued the company at circa AU\$572 million.

The following year, the company successfully completed the 'off market' takeover of the Brumby's Bakery brand system and acquired the successful Michel's Patisserie franchise group, leading to the

achievement of over 1,000 outlets under RFG's management portfolio by the end of 2007.

STRATEGIC GROWTH

The acquisition of Michel's Patisserie and its coffee roasting facility proved a catalyst for RFG's vertical integration and subsequent entry into the wholesale coffee market. The company has since developed a significant Coffee & Allied Beverages Division, which focuses on supply to its franchise partners as well as a range of wholesale customers.

The company commissioned its global head office and state-of-the-art training facility on Queensland's Gold Coast in 2010 in order to better service its growing operations and in anticipation of continued future growth. That same year, RFG continued its diversification via acquisition of the New Zealand based Evolution Coffee Roasters group.



In 2012, RFG entered the quick service restaurant market through acquisition of the Pizza Capers Gourmet Kitchen and Crust Gourmet Pizza brands. These transactions cemented the company as Australia's unrivalled gourmet pizza leader. That same year, RFG entered the mobile coffee market, acquiring New Zealand's leading convenience coffee van franchise, The Coffee Guy.

FROM STRENGTH TO STRENGTH

Having demonstrated its ability to successfully acquire, integrate and grow leading food and coffee brands, in fiscal year 2015 RFG embarked upon its most ambitious mergers and acquisitions programme to date.

Firstly, it solidified its position within the mobile coffee market with acquisition of the world's premier coffee van franchisor, Cafe2U, propelling the company to undisputed leadership in the mobile coffee market with over 340 units worldwide.

Within three months of completing that transaction, RFG finalised its acquisition of the globally recognised coffee house franchise and roasting business, Gloria Jean's Coffees group. Adding more than 800 outlets to RFG's network, Gloria Jean's Coffees also provided RFG with significant inroads into international markets, boosting the company's global footprint to its current 2,500 outlets across 58 licensed territories, while significantly growing wholesale coffee operations.

RFG's appetite for growth continued to drive positive outcomes, with Australia's leading speciality coffee wholesaler, Di Bella Coffee, added to RFG's portfolio in February 2015. Providing the company with an established and reputable premium brand, Di Bella Coffee not only grew RFG's share in the Australian market, but provided an ideal platform to launch into emerging international espresso coffee markets.

Balancing shareholder rewards with increased investment in acquisitive and organic growth, RFG has demonstrated the strength of its unique business model over the course of its decade long existence as a public company.

It has delivered shareholders nine consecutive years of underlying profit growth and 18 consecutive dividend increases, contributing to a Total Shareholder Return Compound Annual Growth Rate

since listing in 2006 of 30.3 per cent. These attributes position the company not only as a successful global franchise and coffee organisation, but an investment opportunity that has offered shareholders both security and strong returns.

A WORLD OF OPPORTUNITY

RFG is now a global franchise business supported by a fully integrated coffee supply chain. With operations currently spanning 58 licensed territories throughout Asia-Pacific, North America, Europe and the Middle East, RFG's growth in the coming years will facilitate an increasingly global presence.

A growing proportion of that presence is managed via master franchise arrangements with robust partners who share the company's values and

vision. The company's ability to grow and service its business pursuits is also supported by state-of-the-art coffee roasting facilities based in Brisbane, Sydney, Auckland and Los Angeles. Each of these roast and distribute unique coffee blends to franchisees and master franchise partners throughout the world, together with an increasing list of third party and contract roasting customers.

In addition to a strong coffee distribution network, RFG's commercial division is continually developing new and innovative supply chain solutions to assist master franchise partners to grow their businesses, including the establishment of international distribution hubs. The company's experienced international market development managers also serve as dedicated resources who assist in day-to-day business operations and overall business growth.

Ultimately, RFG's expert management team provides strategic direction, guidance and support to each master franchise partner and underpins the strategic growth and ultimate success of the company.

RFG is now seeking master franchise partners to develop its brand systems across several key international markets, with a focus on the UK, USA, Europe, Middle East and Asia. **MM**

“RFG has built an experienced and highly skilled support network underpinned by proven business models and support systems, which have been perfected over 25 years of operation”

FOR MORE INFORMATION

■ Call **+61 7 5591 3242**,
email rfginternational@rfg.com.au
or visit www.rfg.com.au.

FREE INFO NO: 5046



franchising

Ask Carol

CAROL STEWART-GILL, FOUNDER AND OWNER OF DUBLCHECK, **ANSWERS** YOUR FRANCHISE QUESTIONS

WHY DO YOU THINK FRANCHISING WORKS SO WELL?

I've been franchising for 22 years and been told many times that people wished they had become franchisees sooner. I have seen many people flourish both financially and in their work-life balance as a result.

HOW MUCH DO I NEED TO INVEST IN A FRANCHISE?

This can vary enormously, but my advice is try not to invest a huge amount. Dip your toe in the water and see if you like the industry you have chosen, as often you can reinvest in the knowledge you are making a success of the business.

WHAT SORT OF INDUSTRY SHOULD I GO INTO?

It does not necessarily have to be something you are familiar with. Often a change is good, but choose a trusted industry you believe can be recession proof.

DO I NEED EXPENSIVE PREMISES TO RUN MY FRANCHISE?

No. I know of many successful management franchisees who operate from home, which keeps their overheads low.

I AM A BUSINESS EXECUTIVE TIRED OF WORKING AND MAKING MONEY FOR SOMEONE ELSE. HAVE YOU GOT ANY CAREER ADVICE?

Franchising is probably the way forward for you. Many executives have brought their expertise to their franchise and have not only benefited financially, but also have lots of flexibility to work the hours they choose.

I'M CONSIDERING INVESTING IN A FRANCHISE, BUT THE COMPANY I'M LOOKING AT HAS ONLY BEEN FRANCHISING ITS BUSINESS FOR A COUPLE OF YEARS. I LIKE THE SERVICE IT OFFERS, BUT CAN'T FIND ANY CONCRETE EVIDENCE OF SUCCESS. WHAT DO YOU SUGGEST?

I would invest in an established franchise that allows you to speak to existing franchisees, who can tell you about the experiences they've had with the franchisor and how their businesses have evolved.

HOW MUCH SUPPORT SHOULD I EXPECT WHEN INVESTING IN A FRANCHISE?

When buying a franchise, the idea is that you are not on your own. Check with other franchisees to see how supportive head office staff are, because when you start your new venture you're going to need advice from people with experience, knowledge and an interest in your success.

DO I HAVE TO BE AN EXPERIENCED BUSINESS PERSON TO RUN A FRANCHISE?

No. You need to understand how a business works to run a franchise successfully, but don't necessarily require direct experience of the industry you want to enter.

IS THERE A MINIMUM PERIOD A COMPANY NEEDS TO BE TRADING FOR BEFORE IT STARTS FRANCHISING?

It's helpful if a franchise company has a sound operational base, so you can, for example, visit the business to see how it operates and meet the staff.

WHAT SORT OF FINANCIAL INFORMATION SHOULD I GET FROM A FRANCHISE COMPANY I'M CONSIDERING INVESTING IN?

It should be able to show you up-to-date, recently filed, healthy accounts, as well as the accounts of some of its current franchisees.

AS A FRANCHISEE, HOW MUCH TIME WILL I HAVE TO SPEND ON ADMINISTRATIVE WORK?

This can vary from franchise to franchise. However, you should satisfy yourself that it won't be too onerous and that help is available should you need it.

ARE THERE TYPICAL PROFIT MARGINS FOR A FRANCHISE?

These depend on the product or service you're selling, but the franchise company should be able to provide information on this. You should make sure profits provide you with a good return on your investment. **MM**

FOR MORE INFORMATION

■ Send your questions to Dublcheck head office, Dublcheck House, 6 Minerva Court, Minerva Avenue, Chester CH1 4QT. Tel: 0800 317236. Email: carol@dublcheck.co.uk.

■ Carol Stewart-Gill is founder and owner of Dublcheck, a franchise company that was established in 1993 and awarded 20th fastest growing company in the UK by The Sunday Times and Virgin Fast Track 100.

■ Carol is still heavily involved in the business, having gained a wealth of knowledge and experience in the franchising industry, and has answered many questions from franchisees and those considering investing in a franchise.



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A first class training and
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Ableworld, one of the UK's leading
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looking to award a limited number of
franchises for their successful retail
and stairlift businesses.

There are unstoppable demographic, economic and
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to government statistics, in 10 years time over 25% of
people will be over 65 and the figures for those over 80
and 90 are even more striking. Ableworld's products
and services are designed to capitalize on this growing
market and you can capitalise too, as an Ableworld
franchisee.

For more information call **01270 627185**
or visit our website www.ableworldfranchise.co.uk

Franchisees will need:

Drive, energy and enthusiasm

A customer service mentality

A passion for helping people

The desire to want to run their
own business in a growing
market

24 STORES NATIONWIDE

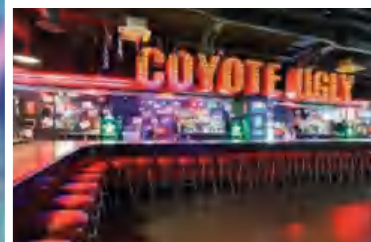


FREE INFO NO: 4823

franchising

Bringing **the party**

COYOTE UGLY, THE MOST FAMOUS BAR ON THE PLANET,
SET ITS SIGHTS ON EUROPEAN EXPANSION



When owner and founder Liliana Lovell started her small bar in New York City, she knew she was on to something that would be a huge success.

Now, after 20-plus years in the business and creating a unique, successful, proprietary way of running a bar business, Coyote Ugly is planning expansion into the UK as well as all of Europe. With tourism hubs like London, Newcastle, Cambridge, Birmingham, Manchester, Edinburgh, Dublin and more, the Coyote Ugly Saloon brand will appeal to both visitors and locals with the world famous entertainment from the Coyotes.

OBVIOUS CHOICE

Justin Livingston, vice president of global development, says: "The European market is perfect for the Coyote Ugly brand and the obvious choice to continue our expansion plans. The Coyote Ugly bars bring the party and patrons, both tourists and locals alike, are drawn to what the brand has to offer."

Both a bar and place for entertainment, visitors can expect to grab a few (or many) drinks as well as watch as the Coyotes (bartenders) dazzle the crowd with dancing, singing, games and more. Perfect for events like bachelor and bachelorette parties, company parties and more, as well as a great gathering place for locals, Coyote Ugly is a culture and an experience not duplicated anywhere else.

The franchise is seeking partners who have the experience and desire to enter or expand into the bar/nightclub industry at the top with a powerhouse brand like Coyote Ugly. The saloons (bars) thrive in major cities with high tourism and high numbers of local patrons from colleges, large companies, housing, event centres and sports complexes. It's your neighborhood bar that happens to attract tourists, as well as those who want to have the Coyote Ugly experience.

The Coyote Ugly legend began with a girl, a dream and a little bit of Wild Turkey. In 1992 Liliana 'Lil' Lovell, a 24-year-old Wall Street apprentice-turned-bartender was living a good life. She was doing a job she loved, making money and gaining notoriety for her antics on the bar as well as behind it.

Tired of working for other people, she was ready to make her move. The plan was simple - open her own bar, make money and have fun



"The Coyote Ugly legend began with a girl, a dream and a little bit of Wild Turkey"

doing it. Determined not to let anyone or anything get in her way, she drew up a business plan - beautiful girls + booze = money. It was that simple concept that challenged the way the bar industry had worked for years and incited excitement and a culture that soon became world famous and eventually led to the 2000 movie about the bar.

FRANCHISE OPPORTUNITY

With over 20 years of experience, over 20 saloons worldwide, a huge blockbuster movie and three seasons of a reality show on MTV's Country Music Television, Coyote Ugly Saloons has its sights set on expanding all over the globe. Coyote Ugly offers an international franchise programme for selected candidates full of fun, support, high profits and the recognition of one of the world's best known brands.

Led by owner, founder and original Coyote Liliana Lovell, Coyote Ugly has a well-oiled machine for a system and is excited to translate that to one of the strongest systems in franchising. Over 20 years after its conception in New York City, the Coyote Ugly brand has never been stronger. The concept has a unique offering, able to provide systems and methods of running the world famous brand, but also the flexibility to adapt to local cultures and traditions.

"The brand power of Coyote Ugly gets patrons through the door," Justin says. "Inside, the bars have the look, feel and attitude of the famous brand customers expect, but also the subtle

comforts of home with local drinks and, of course, local Coyotes."

The robust training and operations system includes full training of owners, managers and staff, assistance with site selection and procurement, store design, brand and marketing guidance, and unrivalled ongoing support. Franchisees who are hands on, have a deep understanding of their local market and commit to following Coyote Ugly's franchise system are those who are most likely to become key players in the bar and nightclub retail sector.

DO YOU HAVE WHAT IT TAKES?

The total investment required for a Coyote Ugly Saloon franchise is between £315,000-£790,000, dependent on location and size. Single and multi-unit franchise partnerships are available. Single sites carry a franchisee fee of £39,000, while multi-store investors pay a fee of £79,000 for the rights to open up to three units.

The company is looking for people who embrace the culture of the Coyote Ugly Saloon and share its vision of offering the Coyote experience to the market. Owners will benefit from the history of a worldwide legend in the industry and tested business model. **MM**

FOR MORE INFORMATION

■ Think you may have what it takes to own the most famous bar on the planet? Do you want access to the knowledge, systems and leadership of the world leader in the bar-nightclub industry? Do you want to be a part of the upcoming aggressive expansion of the Coyote Ugly Saloon brand?

■ For more information visit **www.coyoteuglyfranchise.com** or email Justin Livingston, vice president of global development, at **justin@coyoteuglysaloon.com**.

FREE INFO NO: 4989

EXHIBITION DATES

Coyote Ugly will be promoting the brand's world class franchising programme at the following upcoming international franchise exhibitions:

The Franchise Show

ExCeL London
February 19-20, 2016
Booth 502

FIF - FRANQUICIAS

World Trade Center
Mexico City
March 3-5, 2016
Booth 426

Franchise Expo Paris

Paris Expo - Porte de Versailles
Paris
March 20-23, 2016

franchising

Perfectly positioned

GREEN SQUARE FRANCHISEES SERVICE AND CAPITALISE ON THE NEED FOR MORE ENVIRONMENTALLY FRIENDLY SOURCES OF HEAT AND POWER

Green Square provides renewable energy solutions to a wide variety of sectors - from homeowners, small businesses and house builders to architects and some trade installers.

Its franchisees, each operating from a secondary retail site within a protected territory, supply exclusive technologies to help customers reduce their energy bills, while also reducing their impact on the environment.

PEDIGREE

Green Square might be a relatively new name in the franchise world, but its energy and heating industry pedigree go back decades. The franchise is backed by two long established companies, including Specflue, which, as one of the UK's leading suppliers of flue, chimney and renewable heat solutions, has been successfully serving the UK market since 1992.

These associations provide Green Square with its own manufacturing division and bespoke design software, all supporting European market leading products, which are exclusive and unique to its franchisees. What's more, its bespoke training division, complete with seven training rooms and over 18 live working systems, is now the largest privately owned renewables training centre in the UK.

Richard Hiblen, Green Square's managing director, says: "Our training programme is pretty intensive, but it's totally necessary. Our franchisees aren't from the renewables sector, which means there's a great deal of technical information to impart before we pass them through their required qualifications.

"That level of in-house support is just one of many areas in which we differentiate ourselves from every other company in this industry."

Support isn't just technical and legislative either. Green Square designs a bespoke launch programme to help each of its franchisees find their first customers. This includes local advertising and a fully managed PR launch campaign, as well as a number of other proven marketing activities.

Each franchisee will then commit to an ongoing local advertising campaign that's overseen by Green Square itself, since the company has years of experience to know which mediums work best in generating leads.

Green Square is contracted to invest in national advertising as well and, so far, this has been a mix of print media, online activities, PR and exhibitions. And, of course, franchisees benefit from a fully optimised website, which accounts for a growing number of customer enquiries.

Enquiries will continue to grow, Richard Hiblen says, as while there is demand for the company's innovative green energy solutions now, in the future it will be a necessity for almost everyone.



Richard Hiblen: Green Square's managing director

"The marketplace is huge and, at present, we're not even tapping into one per cent of the potential," he says. "The majority of our work at the moment is with homeowners, who are either concerned about rising energy costs and looking towards new ways of heating, insulating and generating energy or are keen to embrace cleaner and more sustainable energy sources.

"What's more, since the government has also pledged that all new homes must be zero-carbon, there is also a huge opportunity to work in partnerships with house builders and architects. Finally, small businesses present us with a growing source of new customers and ongoing income streams.

"With the government's commitment to reducing CO2 emissions and the wave of legislation and financial incentives within the renewable sector, now is the right time to enter this industry. We all agree fossil fuels are dwindling and most people recognise the reality of climate change and global warming. Green Square is perfectly positioned to both service, and capitalise on, our need for more environmentally friendly sources of heat and power."

RECRUITING

Green Square is recruiting franchisees from across the country. And as a management operation, franchisees don't need to have a background in renewable energy.

The franchise is ideally suited for people with the drive and resilience that's found behind every successful business owner. In addition, potential candidates need to balance self-motivation and entrepreneurship with the ability to work as part of a franchise team. Also, since Green Square is a people business, its franchisees must be able to engage with the public, installers and head office team. **MM**

FOR MORE INFORMATION

■ Call **0845 263 7474**,
email franchise@greensquare.co.uk
or visit www.greensquare.co.uk.
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Jonny Butler
(Lincoln)

Jonny Butler is gas-elec's newest franchisee. Jonny says "I was a qualified gas engineer and looking for a change of direction, I was fed up with working on the big building sites. I saw gas-elec on a franchise website. My wife and I visited Carol Otway at the company's head office and thought this is for me! The regional manager does all the sales and marketing and books the work. I completed my first boiler installation last week and I have been supported by the franchise team through these early weeks. I am pleased I took the plunge"

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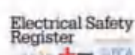
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- Our Bureau facility collects and allocates payments from clients
- Credit limits are set and credit control process implemented for all clients
- Regional management franchisee looks after sales and marketing
- A bespoke IT system to cater for all aspects of the business
- Payments made to all franchisees twice a month and VAT calculated for you
- Our franchisees are audited in the field by our technical experts
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franchising

Talking shop

WITH AN ABLEWORLD FRANCHISE, YOU CAN BE PART OF ONE OF THE FASTEST GROWING SECTORS OF THE ECONOMY

Once you've decided franchising is the route you want to take to help you start your own business, the next question is: which franchise should I consider?

A franchise is best looked at as a medium to long-term investment, say 5-10 years at least. With that in mind, the decision you make is going to impact your lifestyle for a number of years. Understanding why you want to make the move in running your own business is therefore critical to understanding which franchise would be best suited to you.

AMBITION

The reasons for starting your own business are varied, but common among them are a desire to change your current lifestyle, a need to scratch an entrepreneurial 'itch', to achieve a long-held ambition, to build a decent income and create a valuable asset for you and your family and/or to make a meaningful contribution to your community.

You'll also want to consider the challenges you face in making the change and what help your franchisor will provide to help meet those challenges. You will need to complete a business plan and possibly raise finance. Although you will go into the franchise with transferable skills, there will be things you need to learn. What is the training programme like? How will your franchisor support and develop you and your business?

In many franchise systems, you will need to analyse the different territories on offer to find the best one for you. And let's not forget the big picture. You will want to join a reputable franchise with good prospects for the future.

If owning a retail franchise is something you're considering, one of the rapidly emerging franchises is specialist mobility retailer Ableworld. Indeed the British Franchise Association recognised this with their nomination of Ableworld for its prestigious Emerging Franchise of the Year Award in 2014.



The retail mobility market is one of the fastest growing sectors in the economy. The reasons are not hard to find. The so-called 'grey pound' has never been more evident. There are more people aged over 65 than ever before and people are living longer. Many in this group of people are from the 'baby boomer' generation, who have assets such as property and generous final salary pensions.

As the population ages, more people will require the goods and services a mobility retailer like Ableworld offers, including products like mobility scooters, specialist furniture and stairlifts.

Ableworld is the only bfa registered mobility retailer offering a franchise package. Started in 2001 by an experienced retailer, who had been involved in two nationwide chains before, Ableworld now has 30 stores, making it the largest mobility retailer in the country.

The company is looking to award more franchises this year, as it moves towards its target

of 65-70 stores by 2019. It's recently redrawn its franchise territory map, uncovering some additional attractive market opportunities across the UK.

The Ableworld franchise package is comprehensive. Included in the offer is a generous launch programme and six weeks' training and support in all areas of the retail operation, such as marketing, merchandising, buying and accounting. Ableworld also gives advice on selecting the right property and helps with negotiation of the lease.

The management fees are lower than average and ongoing support is excellent, with franchise support managers who have many years' experience of both retail and franchising visiting you every few weeks. The Ableworld franchise team have contacts with all the major banks active in providing funding for franchises and will help you build a business plan to support your application.

SATISFACTION

In addition to the hard facts, there is also the sense of job satisfaction franchisees get from helping people in their community, for whom the products make such a difference to their lives.

Among Ableworld's current franchisees are people with sales backgrounds, from the armed forces, retailing, public service, teaching, automotive industry, construction and engineering - many of them running a business for the first time.

There will never be a better time to enter the retail mobility market and by investing in a franchisee with Ableworld you'll be joining the market leader. **MM**

FOR MORE INFORMATION

■ Call Paul Boniface, franchise director, on **01270 627185** or email franchise@ableworld.co.uk

FREE INFO NO: 4823



"The whole package has proven to be extremely effective"

**MIKE MELLING, TAXASSIST
ACCOUNTANTS IN HARPENDEN,
ST ALBANS AND RADLETT**

"I wanted a white collar franchise with good growth potential that could operate with my family. The more I found out about the success of the TaxAssist Accountants model and the more I talked to people at the Norwich Support Centre and around the network, I became convinced that this was the business I wanted to buy into and continue to grow.

I can confirm that the whole package has proven to be extremely effective. I haven't looked back and the growth of the business has continue apace".

Are you tired of working for someone else and want to branch out on your own? If so, then why not consider running your own accountancy practice with a multi award winning franchise which will give you brand credibility from day one.

You will have access to professional training and full Technical, Marketing and Business Support for you and your practice.



www.taxassistfranchise.co.uk

0800 0188 297

FREE INFO NO: 4040

Growing network

TAXASSIST ACCOUNTANTS IS EXPANDING AND SEEKING NEW FRANCHISEES



TaxAssist Accountants is an innovative, award winning franchise offering tax, accountancy and associated business solutions to small businesses and the self-employed. Its services are in demand and the company is looking to increase its network to achieve its target of full coverage of the UK.

After a successful 2015, TaxAssist is keen to recruit more accountants and senior finance professionals who wish to establish their own accountancy practices. TaxAssist has found they make equally good franchisees, as what is important is that candidates have plenty of energy, a friendly persona and a desire to succeed and exceed their goals. Franchisees can employ accountants while they concentrate on building the business, holding client meetings and networking.

Karl Sandall, CEO of The TaxAssist Group, says: "I've seen franchisees join us for a variety of reasons. Some are looking for a better work-life balance, some for less commuting and others are just fed up of working for their bosses and want to break free and work for themselves.

"All of them could see that by joining TaxAssist they could work for themselves, but not by themselves and while they are doing so they are building a valuable asset, as accountancy fee banks are very saleable.

"With our help and support, we can help you to achieve your personal goals, whether you're working towards a five-year or 25-year contract. Tax and accountancy services are always in demand and with our retail-style shop concept, which is so convenient for the small business owner, we know how successful you could be."

SUCCESS IN 2015

TaxAssist was pleased with its performance in 2015, which in the second half saw an acceleration in business performance with double-digit growth in its main key performance indicators.

Karl says: "We finished the year with 58,000 small business clients in the UK, a network fee bank of over £38 million - both up 11 per cent - and we have recruited a master franchisee for Eastern Australia, who now has three territories trading. It was a very successful and interesting year."

TaxAssist already has franchises all over the UK, but there are many target areas still available.

PROVEN BUSINESS MODEL

TaxAssist already has two franchise businesses in Northern Ireland - one in Belfast and another in Ballymena - but with greater demand from small businesses across the province, it now wants to grow its network here further.

Jim Andrew, who joined TaxAssist in 2008 and operates from a shop in Belfast, says: "Becoming a franchisee is certainly a less risky option than starting your own business from scratch. TaxAssist is a prosperous, award winning brand and business model that has worked for me and my business."

He adds: "I'm aware that the franchise is looking for other franchisees in Northern Ireland and I believe there is great scope for other entrepreneurs to join this network. This is a forward thinking franchise that looks after the accounting needs of small businesses, as it is those businesses that power the economy."

"This is an exceptional opportunity for entrepreneurs wishing to change career or work for themselves and with a great organisation like TaxAssist Accountants behind them they have the potential to create a new, but much-needed business. With the assistance and guidance of their business model and brand, those looking for a new opportunity can benefit from being their own boss."

Vince Dalaimo, who joined the franchise in 2003 and works in central London, is equally enthusiastic about the franchise.

He says: "When I first investigated franchising, I was surprised to find accountancy as an option. The TaxAssist Accountants franchise has given me the confidence to set up my own practice and provided me with the support and training to grow my business."

"The best parts are the support given by the franchisor, which is second to none. I can't stress how important it has been to helping me grow my business. I didn't come from an accountancy practice background, so relied quite heavily on the support provided from the outset."

"Help is given both on the technical side of accounts/tax, as well as business development and ideas for growing your business and raising fees. I have found the franchisor always striving to move



"Help is given both on the technical side of accounts/tax, as well as business development and ideas for growing your business and raising fees"

forward and to continue to deliver a better service year on year."

Vince adds: "There is an amazing relationship between franchisees, where you get to know your neighbouring franchisees and quite often meet, share experiences or provide help and support as and when required. Although I run a small business, I definitely feel I am part of a larger group and have the resources available of a national network."

"The franchise allows me to grow my business, while the franchisor provides me with the tools to sign up new clients. For me to replicate the same marketing effort would be time consuming and cost a lot of money. I would definitely recommend it."

UNIQUE FRANCHISE STRUCTURE

TaxAssist is not only innovative in the way it delivers its services through its highly visible and accessible shopfront premises, but also in the structure of the franchise itself.

Just over a year ago Karl, alongside fellow directors of TaxAssist, Phil Sullivan and Sarah Robertson, completed a unique franchisee assisted management buyout (FaMBO). The deal left franchisees owning 32 per cent of the company, with the senior management team taking on 53 per cent and long-standing business partners the remaining 15 per cent. Over half of the network took the opportunity to invest.

Karl confirms that news of the FaMBO has had a notable impact on franchisee enquiries: "The opportunity to not only join a successful franchise network, but also to have a stake in the business is proving very appealing. The number of leads has increased significantly in the second half of the year and our October course was the largest of the year, with six new franchisees and a resale."

"The message is clearly getting out, judging by the number of prospects who enquire about the buyout and the investment opportunity on discovery days."

TaxAssist, which has been operating successfully since 1995, has grown to become the 24th largest firm of accountants in the UK and is the largest network of accountants in the UK solely servicing the needs of small businesses and the self-employed.

In 2015 it won the Bronze award at the British Franchise Association Franchisor of the Year Awards and won two awards at the Best Franchise Awards, including 'Best Franchise' in its category and '5 Star Franchisee Satisfaction'. TaxAssist is part of a select group of franchisors that received outstanding feedback from its franchisees, one of just 15 franchisors to receive the award. **MM**

FOR MORE INFORMATION

■ Call Jody Fiveash on **0800 0188297** or visit **www.taxassistfranchise.co.uk**.

■ The next step would be to attend a discovery day at TaxAssist's support centre in Norwich, where you will be provided with more details and get to meet with one or more of the directors of the franchise.

■ You will also be provided with a full list of franchisees for you to speak with as part of the research process, as well as research guides and business plan templates.

FREE INFO NO: 4040



Find the **perfect fit**

LINDA WHITNEY HAS SEVEN TIPS TO HELP YOU UNEARTH THE TRANSFERABLE BUSINESS SKILLS THAT CAN HELP YOU SECURE THE RIGHT FRANCHISE



One of the joys of starting a business with a franchise is that your choice is usually not constrained by previous experience. Franchisors provide training, so you don't need a background in their sector, allowing franchisees to make huge career changes.

However, if it's not the technical skills learnt in previous careers that guide your franchise choice, what is it? Here are seven tips to help you unearth the transferable business skills that can help you find the right franchise:

TEAR UP YOUR OLD CV

You are not applying for a job. The technical skills you used in your previous career, such as knowledge of six programming languages or the capacity to deliver an injection, are not what most franchisors want.

Instead they look for business skills such as sales and marketing, handling budgets, communication and 'soft' skills such as people management. So to fit your skills to a franchise, ask yourself: "What transferable skills have I got that match those that franchisors want?"

RECONSIDER YOUR EXPERIENCE

Look for the kind of skills needed to run a successful business. Initially you may feel you have got none, especially if you have been an employee thus far. But chances are you have them.

Duncan Smith, for instance, used to be in the wine trade, but he knew his extensive knowledge of wines would not be relevant when he wanted a care sector franchise.

He says: "I had no experience in care, but as a former national account manager selling wines to supermarkets, I had extensive experience in sales. I knew about networking and building relationships - transferable skills that would help me build a business. I ensured my CV highlighted my sales skills and included detailed information about commercial successes that increased company revenues."

Duncan is now the Caremark franchisee for Kirklees, with a growing business employing 22 carers.

DON'T LIMIT YOUR SKILL SEARCH TO EXPERIENCE AT WORK

In your spare time you may have publicised your children's school play - that's marketing experience, as is passing on information about a friend's photography exhibition to your contacts on social media.

Karen Underwood, the Oxford franchisee with X-Press Legal, which provides property search services, says: "When I decided to start a business after being a stay-at-home mum, I looked for transferable business skills that would suit a franchise and not just those gained from my previous job in my family funeral business."

One of Karen's sons was a keen swimmer and she had trained as a swimming judge to help out at competitions: "That gave me skills and confidence in speaking to people and trusting my own judgement, which have been valuable in the franchise."

Look for examples of management skills. Olga Porteous, the Benfleet, Essex franchisee with Sherpa Kids, which provides out of school childcare, says: "When I decided I wanted a franchise, I looked for those that fitted my skills. I had experience in logistics, where I managed finances and budgets,

and I had worked in an educational charity where I supervised teachers, so it was easy to show the franchisor I had management skills."

LOOK FOR EVIDENCE OF THE QUALITIES THAT HELP MAKE A FRANCHISE A SUCCESS

Playing in the local football team shows teamwork; captaining the team shows leadership.

Remember, becoming a franchisee means learning something new. Vicki Prout, franchisor for the global brand at Sherpa Kids, says: "Show us evidence you can learn and that you are willing to be trained to do things in the way the franchisor wants - after all, that's what you are paying for."

WHEN REVIEWING YOUR SKILLS AND QUALITIES, THINK ABOUT WHICH EXPERIENCES YOU ENJOYED MOST

It may have been selling your idea to the boss or organising the office party. People are usually good at what they enjoy.

"In your spare time you may have publicised your children's school play - that's marketing experience, as is passing on information about a friend's photography exhibition to your contacts on social media"

Dave Lister, director at X-Press Legal, says: "We look for evidence that franchise applicants like to be part of a structured process. Franchise applicants with experience of managing a process - such as a customer coming in for an eye test, getting spectacles and leaving - grab our attention. I like a CV that highlights people and business skills over technical skills - we can teach those."

CONSIDER YOUR MOTIVATION

Franchisors commonly ask applicants: "Why do you want to do this?" Ask yourself the same question. You must be passionate about the kind of business you want to start, because there will inevitably be tough times, especially at first.

If you love cars or dogs, an automotive or pet care franchise is an easy choice. Many care sector franchisees - and franchisors - are motivated by personal experience.

Mary Wardell of Caremark says: "Many franchisees are driven by experience of care received by relatives. If it was good, they may be inspired to get into the sector. If it was poor, they feel they could provide better."

REWRITE YOUR CV HIGHLIGHTING YOUR BUSINESS SKILLS

Provide specific examples of situations where you used them, so if you want to demonstrate sales skills mention a deal you brokered and include a figure for the amount involved.

Prove you have some genuine interest in the relevant franchise sector, so if you want to start a children's music franchise, include details of paid or volunteer work with children, such as helping out with reading at school.

Of course, you may never need that CV, but many franchisors expect to see them and the experience of drawing it up will have forced you to think about which business skills you have. Then go on to look for a franchise that fits. **MM**



Captaining the local football team shows leadership

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Making Money

GUARANTEED TURNOVER WITH DUBLCHECK

**Dublcheck get
the sales for you**



franchising

Winning formula

A COMBINATION OF MARK SAVAGE'S BUSINESS ACUMEN AND DUBLCHECK'S PROVEN FRANCHISE HAS GIVEN THE FORMER CARE WORKER A GROWING CLEANING COMPANY WITH A SIX-FIGURE TURNOVER

You can tell Mark Savage enjoys his position as a Dublcheck franchisee.

Having exceeded his own high expectations of reaching a turnover of between £60,000-£80,000 in his first year, his optimistic outlook and confidence about his role as part of one of the UK's biggest cleaning franchises bursts out of him down the phone line, and he sounds happy with what he's achieved so far.

HIGH LEVEL

The former care worker, who'd reached a high level after many years in the sector, was made redundant again in 2014 and, aged 54, figured there had to be a better way of making a living.

Already familiar with the concept of franchising, having done plenty of research into starting a business, Mark explains: "I had several options in mind and looked at a few different business ideas going forward, but it's the risk factor you have to consider.

"The chances of succeeding in business by yourself are so much lower, while with a successful franchise network you have the support of a well known business behind you and so a much higher success rate. It's a good formula."

Mark attended a franchise exhibition at the Birmingham NEC in October 2014 and spoke to a few companies, but admits that it wasn't until he got talking to someone over lunch about cleaning franchises and the huge opportunities they presented that he had what he calls "that light bulb moment".

With the seed firmly sown, Mark followed up his NEC visit with some specific research into cleaning franchises - resulting in a shortlist, on which was Dublcheck.

"I looked at the support offered, considered all the finance details and obviously the return," he explains. "And I narrowed it down to two. But I didn't want to make my mind up to buy a franchise with a company until I met the team. After my initial meeting with Dublcheck, it all made sense and I decided this was where I wanted to invest.



Mark Savage: "If you're prepared to put the effort in, it will all come good"

"I liked their attitude. They seemed quite laid back, friendly, family-oriented [Mark has grown-up children and grandchildren too] and the Dublcheck business model appealed to me."

GUARANTEED INITIAL TURNOVER

With Dublcheck, new franchisees can choose a guaranteed initial turnover, which means they benefit from the security of a guaranteed gross profit.

Initial investment varies from £9,950 to £190,000 and after an initial training course franchisees receive ongoing training and support, access to branded uniforms, products, sales and marketing tools and stationery.

Mark chose to invest £29,950 initially, giving him a guaranteed turnover of £4,000 per month. Having spent years number crunching in his former industry, Mark knew he possessed the skills that would enable him to move forward fast and supplemented

Dublcheck's system of providing leads and contacts by doing some of his own networking.

"The salesman at Dublcheck and I had a good rapport and I pushed them to get more business for me," Mark says.

The result of his hard work, coupled with the support of the Dublcheck team, was that he now has an annual turnover of £100,000, even though he only began trading in February last year.

Mark now manages a large team of cleaners. How many? "A lot, I lose count," he laughs, as he reveals an impressive 17 cleaners in all and 32 contracts so far "with more in the pipeline".

You get the impression with Mark that he's a good man to work for, a characteristic that will stand him in good stead when it comes to finding more staff.

"I never ask cleaners to do anything I wouldn't do myself," he says, revealing that he's donned a pair of Marigolds when necessary. "I always remember



what Richard Branson said: 'Clients don't come first, employees come first.'

"If you take care of the employees, they will take care of the clients and that is how I run my business."

It's a strategy that seems to be working well. So too does his enthusiasm for researching other ways to boost profits and make running the business easier. Mark admits he's spent some of his spare time looking around for things like new software to help run the business more smoothly.

He now uses cloud-based software for bookkeeping, plus a program he discovered called Find My Shift, which makes managing his large team of cleaners easier.

RECESSION RESISTANT

That so many Dublcheck franchisees find success early on is something the company's founder, Carol Stewart-Gill, emphasises.

She says: "Commercial cleaning is one of the best industries to join as a franchise owner because every building, office and shop needs regular cleaning, so it's a market that is more robust and recession resistant than most."

"With our experience and track record, we can safely say that if you put in the effort and follow the system, the rewards with Dublcheck are there. We guarantee the contract value for the first year, so if you lose a contract for any reason other than non-performance Dublcheck will replace it free of charge."

"You can earn as little or as much as you want, as there is no upper limit on the number of contracts you can operate."

What's next for Mark? "My own business success falls on my shoulders," he says. "It's hard work and I'm busy most of the time, but that's the way it is - if you're prepared to put the effort in, it will all come good."

"There may be some contracts that fall by the wayside, but I expect an increase of at least £50,000 over the second year and if we can double that, then brilliant."

One gets the feeling talking to Mark that there won't be many things that will stop him from achieving his goal. **MM**

FOR MORE INFORMATION

■ Call **0800 317236**,
email **franchise@dublcheck.co.uk**
or visit **www.dublcheck.co.uk**

FREE INFO NO: 4048

THE BENEFITS OF DUBLCHECK

- 22 years' experience.
- Low cost entry.
- Invoicing and cash collection.
- Recession proof utility business.
- Low overhead requirement - can operate from home.
- Dublcheck is a UK company that's wholly owned by its founder and chairman.
- Dublcheck has been awarded the 20th fastest growing private company in the UK by Virgin Fast Track and The Sunday Times.
- Professional white collar management franchise or operational franchise.
- Everywhere you look buildings need cleaning.
- Over 100 franchisees in the UK.
- 90 per cent customer retention rate.
- A massive market that keeps on growing.



The Dublcheck head office team



Carol Stewart-Gill:
Dublcheck's founder
and chairman

THREE ACTUAL AUDITED DUBLCHECK FRANCHISE ACCOUNTS

Case A (this business is managed with 95 per cent of the cleaning done by employed cleaners)

	Turnover	Net Profit	% Profit
Year 1	£63,000	£17,000	27%
Year 2	£104,000	£33,000	31%
Year 3	£128,000	£54,000	42%

Case B (this business is 50 per cent managed and 50 per cent hands-on cleaning)

	Turnover	Net Profit	% Profit
Year 1	£25,000	£6,000	24%
Year 2	£38,000	£20,000	52%
Year 3	£45,000	£25,000	55%

Case C (this business is 100 per cent hands-on at the start, moving to 95 per cent in year three)

	Turnover	Net Profit	% Profit
Year 1	£17,000	£8,600	50%
Year 2	£18,200	£9,500	52%
Year 3	£25,000	£10,300	41%



Franchise owners say:



JOANNE
Previously
Project manager
at Bank of Scotland
Starting
turnover: £50k
Current
turnover £144k

"Once I met the
Dublcheck team I found
the concept of commercial
cleaning very appealing"
- Joanne

"We found Dublcheck
during our research into
the franchise industry
and immediately liked
its concept of
guaranteed turnover*,
with Dublcheck finding
your clients and
guaranteeing the level
of turnover you desire."
- Peter



PETER & PRU
Previously
Greengrocers
Starting
turnover: £12k
Current
turnover £77k

"Facing redundancy in my
50's was unsettling. A
management franchise
was ideal because it
enabled me to utilize my
previous management
experience. I love the fact
that the harder my team
and I work the higher the
rewards." - Graham



GRAHAM
Previously MD
of Colours
Starting
turnover: £48k
Selling
turnover £400k

"A big thank you to the
Dublcheck team, and
to receive an award
was brilliant"
- Len



LEN DONNELLY
Previously
Retail Manager
Purchased
resale
Current
turnover £350k

"Sonali and I can't believe
a year has past since we
decided to join this
wonderful franchise.
We both wish we had
done this years ago."
- Mitesh



SONALI & MITESH
Previously Quantity
Surveyor
Starting
turnover: £14k
Current
turnover £150k

OVER TWO DECADES OF SUCCESSFULLY SETTING PEOPLE UP IN BUSINESS



Carol Stewart-Gill
and the
Dublcheck
Support Team

BUILD YOUR BUSINESS THE EASY WAY

NO NEED TO DO ANY SELLING... WE GET THE BUSINESS FOR YOU! We Guarantee:

• Turnover • Growth • Support



Larry, Franchisee
Starting
Turnover £62k
Current
Turnover £250k



Jolanta, Franchisee
Starting
Turnover £14k
Current
Turnover £108k

Full training, support and low investment

Invest from £9,950 to £190,950.

Turnover from £14,000 to half a £1/2 Million per annum.

With over 100 franchisees nationwide, and many more areas
and opportunities available, you too could benefit from the
proven Dublcheck system.

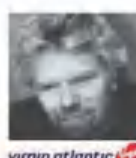
Dublcheck's unique franchise system is a
proven way to build a successful business
in a multi-billion pound cleaning industry.

Carol Stewart-Gill,
Founder and Chairman of Dublcheck



Further Details: 0800 317236
email: franchise@dublcheck.co.uk
web: www.dublcheck.co.uk

FREE INFO NO: 4048



**Dublcheck, The 20th Fastest Growing Company
in the UK - Official Source, Sunday Times**

*Guarantee turnover is not a guarantee of profit.

The gas-elec story

20 INNOVATIVE YEARS IN FRANCHISING

Do you ever think about the careers advice your parents gave you and wish you had listened more attentively?

Well, John Davidson can cast his mind back with some satisfaction. His father advised him to learn a trade that would provide the basis for a lifelong career, and John followed that counsel to the letter.

At the tender age of 15, the Belfast boy became an apprentice electrician, acquiring the practical skills that would prove vital in setting up one of the country's most successful franchise operations: gas-elec, which this year marks its 20th anniversary.

REVOLUTIONARY OFFER

Yes, it was 20 years ago this year that gas-elec was born with the then revolutionary offer of a combined safety inspection: a testing and inspection service for both gas and electricity that could be performed by one engineer in a single visit, saving landlords, tenants and homeowners time, inconvenience and money. In fact, the idea was so revolutionary that one year after opening its doors for business, the company still didn't have a single competitor.

At which point, John had what can only be described as a brainwave: in 1996, he decided to turn his thriving business into a franchise operation. As he puts it: "getting people to directly invest in their own futures is a great way to grow a business further still."

It certainly is. Two decades later, gas-elec has 100-plus franchisees across the country and 15 regional offices coordinating their work diaries, sales and marketing. Those franchisees have provided services to more than 1,000,000 customers, and the company has enjoyed year-on-year growth.

But the reasons for this annual growth have changed over the past two decades and that too is testament to its managing director's brainwaves.

At the beginning of the company's life, franchisees spent their working days carrying out gas-elec's pioneering combined safety inspections - mostly in the residential sector, which was enjoying growth at the time, providing housing to those unable to obtain mortgages.

Before long, its engineers started doing attendant remedial works too, and annual boiler services. Then the company developed inspection reports for homebuyers, started fitting carbon monoxide alarms and carrying out fire risk assessments, often for HMO's landlords.

And when it became a requirement for properties, including rented ones, to be sold with an EPC (energy performance certificate), gas-elec started providing the documents.

Fast forward to 2016 and private renting is not just enjoying growth - it is fast becoming the new norm. In England, the sector is now home to more than nine million people and 1.3 million families. For the first time in modern history, more people rent privately than rent their home from the council or a housing association. And nearly a third of renters



Carol Otway: gas-elec franchise director

expect to be living in the private sector for the rest of their lives.

With this growing number of renters, many of them young people and foreign nationals, comes an attendant army of private landlords: between 1.3 million and 1.5 million, according to most sources.

Which, in turn, means 10 million-plus rented properties across the country will require annual obligatory safety inspections as well as associated repair work. Add to that the country's ever

growing safety-conscious gas and electrical safety legislation, and gas-elec's core market is growing at a tremendous rate. Put another way, a gas-elec franchise is a failsafe investment of your hard-earned money.

TECHNICAL QUALIFICATIONS

Not that joining the company is a get-rich-quick scheme or an option for just anyone who wants to run a franchise. First, applicants require the appropriate technical qualifications: minimum CCN1 and appliances on the gas side, or if you want to open an electrical franchise, 17th edition City and Guilds and 2394/5.

But John and franchise director Carol Otway are looking for more than technical know-how from would-be franchisees.

"You need to be really hungry for success, to really want to run your business, have a 'can do' attitude and follow the systems set in place by the franchisor," says Carol. "After all, we have been in business for 20 years, so we must be doing something right." **MM**

FOR MORE INFORMATION

■ Call **0800 015 2030**, email **info@gas-elec.co.uk** or visit **www.gas-elec.co.uk/franchise**.

■ Investment fee: £16,500 (plus VAT). Equipment costs: from £3,300 (plus VAT). Training: £1,500 (plus VAT).

FREE INFO NO: 4022



ChipsAway

Scratches and scuffs won't dent your pocket

We support, you succeed.

With unrivalled training and ongoing support, together with regular national television advertising, extensive marketing campaigns and a UK-based Call Centre passing on £32 million worth of repair leads last year alone, brand leader ChipsAway provides a proven business opportunity and the potential to turnover £80,000+pa and generate a great living from day one!

- » **Leaders of a multi-billion pound marketplace**
- » **Full training & ongoing support**
- » **National TV advertising as standard**
- » **Potential to turnover £80,000+pa**
- » **Guaranteed funding available**

For your **FREE** information pack please contact us
on **0800 980 5679** or visit **www.chipsaway.co.uk**

*Guaranteed funding is subject to availability and available to candidates approved by ChipsAway International with a minimum personal investment of £15,000. Total Franchise Investment £29,995+VAT.



FREE INFO NO: 4243

A business opportunity that works around you!

EXCELLENT EARNINGS POTENTIAL • REWARDING • SIMPLE TO MANAGE • FLEXIBLE WORKING HOURS



**"It was a really
easy decision,
I love being my
own boss"**

Robbie Freeman, franchisee since 2010

Would you like a better work/life balance?

Ovenclean is the longest established and most successful oven cleaning franchise in the UK. With over 27 million households nationwide, Ovenclean franchisees provide specialist services to a large, virtually untapped marketplace.

The Ovenclean franchise model has been developed to suit individual lifestyles and business aspirations. Low overheads and the flexibility to dictate working hours, benefits franchisees wishing to retain control over their work/life balance whilst also delivering high profitability and great job satisfaction.

- **Massive, virtually untapped marketplace**
- **Potential to earn £1,000 per week***
- **Regular, repeat business**
- **Flexible working hours to suit your lifestyle**
- **Potential to expand to multi-unit operation**
- **Unique cleaning system and products**

Call now for more information
0800 988 5434
www.ovenclean.com

OVENCLEAN.
The original oven cleaning specialists



*Based on existing franchisees

FREE INFO NO: 4404

Going places

OUT THERE FRANCHISEES PROMOTE THE BEST THINGS TO DO AND PLACES TO GO IN THE UK

Out There is offering franchise areas with £10,000 off the list price, plus a further £2,016 discount for enquiries in January.

The company launched its franchise model in 2014 and sold over 30 areas in the first year - over half of those purchased where by existing franchisees adding to their portfolios.

DATABASE

Out There promotes the best things to do and places to go in the UK to its database of over two million people, who have opted in to receive its promotions.

The franchise opportunity is perfect for sales professionals who want to build their own business with full back-up support, leads and all promotions scheduled from head office.

Single franchisees can expect to turn over £60,000 in year one, with high growth year-on-year through renewals. The franchise has low set-up costs and ongoing overheads.

Out There is currently looking for three types of franchisee:



- Single franchise owners who are high-end sales professionals.
- Single franchise owners who are looking to purchase the franchise as an investment and employ a sales person in that area.
- Premier partners who are looking to invest in five areas and build a profitable business employing sales staff.

Chris Saunders, a single franchisee for Out There North Wales, says: "Purchasing an Out There franchise is one of the best decisions I have ever made."

"My first full month was January 2015 and I brought on board many different types of business partners, which resulted in over £10,000 in sales revenue. From there I have had a fantastic first year and over 80 per cent of businesses have renewed so far."

"I'm fully expecting to earn six figures in my second full year." **MM**

FOR MORE INFORMATION

- Email david.palmer@outthere.today. Once approved you will be sent a franchise prospectus and asked to attend one of the company's discovery days. Alternatively, call Dave Palmer on **0151 347 9333**.

FREE INFO NO: 5045





WE'RE EXPANDING AND LOOKING FOR FRANCHISEES!

DO YOU HAVE ALL 'THE RIGHT INGREDIENTS' TO BE A GREAT PAPA JOHN'S FRANCHISEE?

Looking back on 40 quarters of consecutive growth, we now have well over 300 sites open and trading in the UK, and over 4,800 worldwide.

Papa John's wants to hear from you if you have the potential and ambition to take on single or multiple Papa John's stores. So if you would like to explore the possibilities of becoming a Papa John's franchise owner...

Why not talk to us TODAY?

FRANCHISEE INCENTIVES

- Free Oven worth £18k+
- Royalty Reductions for 15 months
- Targeted Marketing Support

* Incentives are only available in our key development areas; Scotland, North West, North East, Midlands, & Wales, & for stores opening before the end of 2016.

0844 567 0937 enquiries@papajohns.co.uk www.papajohns.co.uk/franchise

FREE INFO NO: 4375



COME FOR THE MEETING. STAY FOR EVERYTHING ELSE.

Located on Kensington High Street, close to Earl's Court and Olympia Exhibition Centres and many of the capital's top attractions, Hilton London Olympia offers easy access into the city centre. With Heathrow Airport just 40 minutes away, and excellent transport links available, the hotel offers an excellent location surrounded by a lively mix of shops and restaurants.

Unwind in one of our contemporary Guest rooms, Executive rooms or suites, relax with cocktails and dinner at the hotel's Society Bar & Restaurant or enjoy a business meeting, function or wedding reception in the vibrant city of London. Hilton London Olympia also features 10 meeting rooms for 2-280 guests, and a modern Business Centre with dedicated support.

**For more information, please contact our Reservations team at
reservations.olympia@hilton.com**

STAY HILTON. GO EVERYWHERE.



380 Kensington High Street | London | W14 8NL | United Kingdom

franchising

Strength to strength

PAPA JOHN'S FRANCHISEE OPENS FOURTH WELSH STORE IN A YEAR

Leading pizza franchise, Papa John's, has announced franchisee Umar Malik is expanding in Wales. He has now opened his fourth Welsh Papa John's inside a year.

Umar adds Cardiff to his portfolio of franchised outlets, which also include Neath, Newport and Swansea, to a further Swansea store he opened in 2014.

IMPRESSED

"I first discovered a passion for pizza while studying for my MBA in Carlisle," he says. "I worked as a delivery driver for a rival firm and later discovered Papa John's. The concept of 'Better Ingredients, Better Pizza' impressed me from the outset. I'd never seen repeat business like it and customers just kept coming back for more.

"I funded my first Swansea Papa John's through savings, plus a business loan from HSBC South West Wales Business. HSBC understood the Papa John's franchise model and its potential, so securing the necessary funding was straightforward.



"Since then, the franchise has gone from strength to strength. With the help of the Papa John's franchisee incentive scheme, I am looking at opening five additional stores, also in Wales.

"As the capital of Wales, Cardiff is a great location. It's a big city and people were missing out. I am now

delighted to have trained 30 staff ready to be able to deliver on our special opening promotions."

Papa John's is one of the largest pizza companies in the world and has opportunities for franchisees throughout the UK. The company is currently running an incentive scheme to help franchisees in the early stages of growing their businesses, which includes discounted royalty fees, a contribution towards marketing spend, plus free equipment for new stores.

Help is provided with location selection and a full turnkey solution to opening the store. **MM**

FOR MORE INFORMATION

■ Visit www.papajohns.co.uk/franchise, call **0844 567 0937** or email enquiries@papajohns.co.uk.

FREE INFO NO: 4375

Caring couple

KEV AND AMY POPAT OWN THE RIGHT AT HOME SOLENT FRANCHISE

Kev Popat is managing director of Right at Home Solent, which opened in June 2015. He was brought up in a joint family home and spent most of his early years with his grandparents.

MEMORIES

Kev explains: "I have so many fond memories of these initial years. Imagining my gran receiving care from someone who has no interest in her is the reason I'm here today.

"My wife Amy comes from a family of entrepreneurs. We both had great jobs, but after a few years in the corporate world I believed we had gained enough experience to start a successful venture of our own.

"A family member suggested the care industry and going through the various websites and articles, I remembered how upset my family were at the poor care my granddad received when he had a stroke.

"Amy and I began to feel this was something we could perhaps do ourselves - provide a great



service that we would be happy to offer our own families."

It was during a visit to The National Franchise Exhibition that the couple found Right at Home.

"They were exactly what we were looking for," Kev says. "The ethos of the company matched ours - believing that quality of care came first every time.

"Right at Home is an industry leader and work around the clock to make sure they are not just on top of changes in the industry, but also shaping them. With them behind us, our team can concentrate on what we are here to do - provide a phenomenal service to our clients, one our families can be proud of, and to run the most professional business we can." **MM**

FOR MORE INFORMATION

■ Call Kate Dilworth on **01329 233755** or email kate.dilworth@rightathomeuk.com.

FREE INFO NO: 4821

FranFinder

www.what-franchise.com

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
BUSINESS & PROFESSIONAL SERVICES		
4342	ActionCoach	£41,000
4358	Antal International Network	£50,000
4824	Assist with solutions	£22,950
4002	Auditel (UK) Ltd	£37,950
5017	Bartercard	
4005	Big Fish	AOR
4891	Brilliant at bookkeeping	
4902	Business Doctors	
5043	Business for Breakfast	
5045	BUSINESS DEVELOPMENT PARTNERSHIP	
4006	Business Partnership (The)	AOR
4638	Certax Accounting	Circa £30,000
4929	Cherry Pick	£5,000
4848	Clark James	AOR
4767	Cloud Bookkeeping	£9,900 plus vat
4007	CNA International	£30,000
4586	Computer Troubleshooters	AOR
4762	County Homeseach	£35,000-125,000
5040	CPA	
5041	DNS ACCOUNTANTS FRANCHISE	
4014	Driver Hire	Min £35,000
4771	Drivers Direct Recruitment Agency	AOR
4731	Moneysave Solutions	£24,995 + VAT
4866	Energy Guardian	
4019	Expense Reduction Analysts	£39,900
4857	Flower Genie	£8,500 - £30,000 (includes stock)
5039	Fluid Network Solutions Ltd	
4931	Green Square	
4958	Independent Executives	
4765	Interface Financial Group	£70,000+
4717	IRT Surveys	£30,000
4693	Just Jobs Network	£10,000
4326	Leadership Management International (UK) Ltd	AOR
4844	Local People	AOR
4269	Mail Boxes Etc	£60,000 (Approx)
4832	MatchPoint	£15,000 minimum
4027	MRI Worldwide Ltd	AOR
4992	Networks3R	
4859	Organic Digital	£12,500
4714	Personal Career Management	£25,000+
4029	Pitman Training	£22,500 minimum franchise fee
5000	Plan Ahead Systems	
4673	Platinum Property Partners	AOR
4933	Prima Ardelle	
4745	Quintadena	£10,000
4970	Red Flag Alert	
4990	Renue Systems	
4720	Rosemary Bookkeeping Ltd	£16,970
4590	Sandler Training	AOR
4038	Signs Express Ltd	£62,000 + working capital (£35,000 liquid capital required)
4809	Squidgy Pig	
4818	Suit the City	£19,950
4040	TaxAssist Accountants	£34,950+VAT
4776	The Alternative Board	AOR
4229	The Sales Recruitment Network	AOR
4495	thebestof.co.uk	AOR
4044	Travail Employment Group	£12,000+VAT plus working capital
4766	Two Men and a Truck®	£50,000 - £100,000
4556	Venture Photography	AOR

FOR MORE INFORMATION ON ANY OF THE COMPANIES LISTED IN THIS SECTION VISIT WWW.WHAT-FRANCHISE.COM AND CLICK ON 'LOOKING FOR A FRANCHISE' THEN SELECT THE CATEGORY(IES) YOU ARE INTERESTED IN AND FIND THE COMPANIES YOU WISH TO KNOW MORE ABOUT.

BUSINESS TYPE

Business coaches
Global executive recruitment franchise
Business support to SME business owners
Cost management consultancy
Printer specialist
Business transfer agency
Accountancy practice franchise
Exclusive Private Introduction Agency
Home based business with great growth potential
Executive recruitment
Relocation and property specialists
Specialist driver recruitment agency
Driver recruitment agency
Licensed debt solutions
Cost, purchase and supplier management
Run from home business
Invoice discounting franchise
Europe's largest infra red building surveyors
Low overheads, repeat business
Business performance improvement, through people
Print/Copy delivery & business solutions
Free DVD to find the right franchise for you
Global recruitment
grow a rewarding, digital executive consulting business
Web design & digital marketing franchise
Outplacement and career management
Leading IT and business skills training provider
Property investing franchise
World no1 Quotewerks distributor for 3 years.
Bookkeeping franchise
Sales training
Sign & graphics design, manufacturing
Suit the City is expanding in the UK
Small business tax & accountancy services
Sales recruitment
Local sites for local people
Multi discipline temporary & permanent recruitment
Movers who care®
Market leading premium portrait photography franchise

THE WORLD OF FRANCHISING

MAKING MONEY'S FRANFINDER PROVIDES EVERYTHING YOU NEED TO KNOW ABOUT THE FRANCHISING INDUSTRY IN A USER-FRIENDLY 16-PAGE REFERENCE GUIDE DESIGNED TO HELP YOU FIND THE PERFECT FRANCHISING OPPORTUNITY

Franchising is one of the most successful routes to owning your own business. Statistics confirm that the failure rate in franchising is 2.1 per cent against over 80 per cent for stand-alone start-ups.

However, franchisors are highly selective when appointing franchisees who, as owner operators, will be responsible for maintaining the franchisor's image and standards of service.

Franchisors will always appoint applicants with the drive, discipline and ambition to succeed through a formal but tried-and-tested business plan.

Franchise opportunity providers include household-name organisations such as McDonalds Restaurants, Kall Kwik, Vision Express, Pronuptia and Unigate Dairies.

Over the following 16 pages you'll find a comprehensive franchise listing – with initial investment levels – and a series of articles designed to provide you with up-to-date information on everything you need to know about the franchising industry.

FUNDING

Around 60 per cent of all new franchisees borrow to start their businesses. Typically, if you have £30,000 capital to invest, a bank specialising in franchising will lend you a further £70,000 – raising your start-up capital available to £100,000.

USING FRANFINDER

All franchises are listed in their appropriate business categories and each has a unique reference number (4091, 4225 etc).

For more information on any of the companies listed in this section visit www.what-franchise.com and click on 'Looking for a franchise'. Then select the category(ies) you are interested in and find the companies you wish to know more about.

FRANCHISE BUSINESS CATEGORIES

Franchising opportunities fall into 18 well-defined business sectors and the Making Money FranFinder is divided into these categories for your easy reference:

Business & Professional Services
Care & Elderly Services
Children
Cleaning
Commercial & Industrial
Communications
Delivery & Haulage
Food & Catering
Health & Beauty
High Street Retail
Homecare & Property Maintenance
Lettings & Property
Motoring Services
Pest Control
Petcare
Print & Promotional Services
Travel & Leisure
Vending

FRANCHISE FACTS

- The estimated annual turnover of the UK business format franchise sector is £13.7 billion.
- The UK franchise sector has enjoyed a 20 per cent growth rate since 2008, compared to a 2.5 per cent contraction in the overall economy during the same period.
- 930 franchise systems operate in the UK via 22,400 franchisees in a total of 39,000 locations.
- 92 per cent of franchisees say they are profitable.
- The average turnover of a franchise is £356,000, the second highest figure recorded (the highest is £360,000 in 2007).
- The failure rate among franchisees is 2.3 per cent.
- 84 per cent of franchisees say they have at least a satisfactory relationship with their franchisor.
- Recruiting suitable new franchisees is a franchisor's biggest barrier to growth in the UK.
- It's estimated a total of 561,000 people are directly employed in the franchise sector.

Source: 2013 NatWest/British Franchise Association franchise survey.

WEBSITES TO VISIT

Making Money
www.what-franchise.com

British Franchise Association
www.thebfa.org

Business Startups
www.startupbusinessuk.net

franchising



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FREE INFO NO: 4897



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+44 (0)1676 822 222

or email Nick.Sprang@cna-international.com



FREE INFO NO: 4007

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4627	www.citylocal.co.uk	£3,000 - £15,000
4464	X-Press Legal Services	Liquid Capital £12,000 Total Investment £40,000
4936	Your Plumber	

CARE & ELDERLY SERVICES

4175	Abacus Care	
4744	Access Care	
4862	Avail	£20,000
4467	Bluebird Care	Min £25,000
5003	Brightstar Care	
4446	Caremark	AOR
4282	Carewatch Care Services Ltd	AOR
4988	Eirsen Health Care	£69,500
4836	Extra Help	£12,000
4928	Heritage Healthcare	£19,995
4585	Home Instead	AOR
4841	KarePlus	
4565	Motivation & Co	AOR
4400	Pauline May Ltd	£25,000
4821	Right at Home	£100,000
4987	Senior Helpers	
4947	Senior Shop	
4949	Surecare	£8,995

CHILDREN

4945	A Star Sports	£12,500
4909	Apex360	
4588	Baby Sensory	£6,000
4393	Babyprints	AOR
4829	Clive's Easylearn	
4469	ComputerXplorers	£29,500 + VAT
4817	Creation Station	
4736	Dancing Tots	£7,000
4852	Diddi Dance	£6,400
4530	Fitkid	AOR
4920	Footy Bugs	
4449	Go-Kart party	£10,000
4361	Gymboree Play UK	AOR
4769	Helen Doron Educational Group	AOR
4534	Helen O'Grady Drama Schools	AOR
4201	Jo Jingles Ltd	AOR
4789	Jumping Clay UK & Ireland	From £7,000+vat
4881	Kids Bee Happy	£2,495
4204	Kumon Educational UK	AOR
4937	Kung Fu Schools	£10,995
4596	Leaps and Bounds	AOR
4363	Little Impressions	From £4,875 + Vat
4861	Little Angels	£6,750
4609	MAD Academy	£7,000
4957	Magikats	
4691	Monkey Music Ltd	£10,500 + vat
4548	Monkey Puzzle	£30,000
4914	Photography for Little People	£15,000 + vat
4611	Popstars Academy Ltd	AOR
4781	Pauline Quirke Academy	£15,000
4914	Photography for Little People	£15,000 + VAT
4694	Premier Sport	AOR
4712	Progressive Sports	£9,950
4577	Razzamataz Theatre Schools Ltd	£10-15,000
5002	Skyzone	
4919	Spanish Amigos	
4679	Tatty Bumpkin Ltd	AOR
4535	The Little Gym	AOR
4882	Tigerlilly Childcare	
4911	Tinies Childcare	
4232	Tumble Tots (UK) Ltd	AOR
4904	Tutor Doctor	
4951	Window To The Womb	
4603	YogaBugs	AOR

BUSINESS TYPE

CityLocal is run by local people...

Home office B2B white collar consultancy franchise

Homecare and nursing agency

Award winning care and nursing services
Provider of care at home services

Care services
Personal/social care providers

Home help services management franchise
Excellent franchise opportunity available
Senior care in the home

Physical motivation for the elderly
Clothing for the elderly
Quality home care services for adults and seniors

Fantastic franchise opportunities/proven returns

Multi-sports for children aged 2-10 yrs

Baby classes
Impressions and solid castings from birth

Technology education for children

Fun energetic classes for preschool children
Join diddi dance to Get Children Moving

Join the UK's largest go kart company
Baby and pre-school children's activity programmes
Education programmes coming to the UK
Drama schools
Pre-school music/singing class
Global franchise for a revolutionary clay product.
The fabulous and fun sand art franchise
After-school maths
Help children's confidence soar
Physical skills for nursery children
Cast of baby and infant hands and feet
Pre-school childrens photography franchise
Music and dance classes for pre-school children

The premium brand in pre-school music sector
Day nurseries
Experts at taking beautiful images
Popstar parties & street dance classes

Experts at taking beautiful images
Leading sports coaching company in the UK
The UK's No.1 sports franchise
The Dragons Den theatre school

Multi-sensory, music & movement classes
Childrens developmental gyms

Children's play programme
Children

Children's yoga

Career change

AFTER WORKING IN THE BUILDING TRADE FOR 27 YEARS, ALLISON WRIGHT PURCHASED OSCAR TYNE AND WEAR AS A FRANCHISE RESALE



Before she became a franchisee for the pet product delivery specialist, Allison Wright's role as a company secretary and administrator meant she was office-based.

"It was becoming a solitary existence, which took some of the enjoyment out of my work," she explains. "Deep down I wanted to have a business of my own, but I didn't know where to start - until I discovered OSCAR."

SOCIAL EVENT

Allison adds: "It all began by chance when Jasper, my dog, and I joined a group of local dog walkers in the park. It was a social event among OSCAR customers and before long I too became an OSCAR customer."

"I loved the concept of the complete pet care service. Jasper thrived on the food and Monty, my new puppy, has proved that the food can also provide their respective lifestyles with an all-round balanced diet."

Allison then became aware that her local franchisee was advertising his business for sale, so she spoke to him about buying the franchise.

"I could see it offered me flexibility to work around my commitments, but ultimately the opportunity added to my passion for pets," Allison says. "I had confidence in the product and service and that made the process of purchasing my OSCAR business easy."

"I was also very grateful to have an introduction to existing customers. It was a valuable experience,

as it gave me a direct opportunity to understand the function of the business and appreciate their needs."

Throughout the early stages of her development as an OSCAR franchisee, the company's staff have been a great support, according to Allison.

SHARED OPPORTUNITIES

"There is always someone to help with every aspect of the business," she says. "Equally, while I have my own exclusive territory, I am able to work closely with my neighbouring franchisees."

"We enjoy shared opportunities at shows and events in our respective areas. It gives us the chance to meet pet owners, who love to talk about their pets, which gives us one of the best platforms for getting new business."

"Working hours to suit me, I am thrilled with my OSCAR franchise and from my past experience it has helped me to appreciate that you have to be disciplined to succeed. Work hard and you will get back what you put in." **MM**

FOR MORE INFORMATION

■ Call today on **0800 068 1106** for full details and a free information pack. Alternatively, email discover@oscars.co.uk or visit www.oscar.co.uk.

FREE INFO NO: 4211

franchising



Insurance claims management & building repair

Victim's of Our OWN SUCCESS



What do Concept do?
Our Network acts on behalf of policy holders in the event of a property claim to ensure that they receive a fair settlement and a high quality repair to their property. We work on behalf of both domestic and commercial clients. At the core of our service is customer satisfaction delivered through ethical and professional claims management joined with a high quality project management provision.

What Next?
We only have a limited number of these opportunities therefore we will provide them based on the merit of each individual who applies. Let us know what makes you the ideal Concept candidate. Upon receipt of your application we will endeavour to provide you with a decision within 72 hours.
* Subject to your financial status

Due to our unprecedented recent success we have needed to recruit new professional, motivated individuals into our network. To expedite the recruitment of new members to our network we are offering the opportunity for new franchisees to defer £10,000.00 of the purchase price for 3 months and then pay this over a 12, 24 or even 36 month term with no interest or charges. Offer makes joining the Concept franchise considerably more affordable than many of competitors.



To make an application or if you would like to learn more about the Concept Building Solutions franchise opportunity please call us on the number below. We will send you an application form.

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FREE INFO NO: 4364

FREE INFO NO: 4923

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
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CLEANING

4409	Belle Casa	AOR
4807	Betterclean	
4830	CarpetKare	
4046	Chem-Dry	AOR
4047	Chemex	£10,000
4811	Clearbrew	£10,000 plus VAT
4455	Countrywide Floorcare	under £10,000
4569	Daily Poppins	AOR
4856	Diamond Home Support	£1,295
4839	Dollychar	£7,995
4812	Domestique	
4048	Dublcheck	AOR
4050	Ecoclean	
4971	Envirogroup	£29,500 + VAT
4056	Jani-King (GB) Ltd	AOR
4412	Maid2Clean	£9,999
4892	Maid In Your Place	
4574	Merry Maids	£16,560
4059	Minster Services Group UK	£28,225+ VAT plus £40-£60,00 Working Capital
4060	Molly Maid UK	£16,975 (ex VAT) plus £12,000 working capital
4650	Nationwide Cleaners	£7,999 No VAT
4941	Neilsen Chemicals	
4061	NIC Services Group Ltd	£20,000 - £200,000+
4404	Ovenclean	AOR
4062	Ovenu Franchising Limited	£12,950 nett
4063	Rainbow International	£20,000
4064	Safeclean	From £17,350
4310	ServiceMaster	£23,650 - £27,750
4801	TCS	
4355	Time For You	AOR
4917	Total Clean	
4908	UK Domestic Cleaning	£6995+Vat
4074	VIP Bin Cleaning Ltd	Min. personal investment £10,000 - minimum total investment £24,000
5016	Washforce	
4552	Well Polished	AOR

COMMERCIAL & INDUSTRIAL

4965	Castle and Pryor	£17,500
4021	FiltaFry	AOR
4967	MACC UK Ltd	£30,000
4215	Pirtek (UK) Ltd	AOR

COMMUNICATIONS

4713	Telco in a Box	AOR
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DELIVERY & HAULAGE

4635	BMI Hose	AOR
4606	CargoCall	AOR
4950	Diamond Logistics	
4562	Distribution Unlimited	£22,000
4081	Fastway Couriers Ltd	AOR
4459	Interlink Express	AOR
5008	InXpress	
4913	Local Letterbox	
4632	Pack and Send	Around £100,000
4994	Post and Packaging	
4086	Sameday UK	£10,000 - £30,000

BUSINESS TYPE

Domestic cleaning services

Carpet cleaning/restoration

Commercial cleaning and hygiene products

contact us for our no nonsense information pack

Carpet, hard floor and soft furnishing cleaning

Domestic cleaning

Cleaning and care management franchise

Highly profitable home based cleaning franchise

Commercial cleaning

Commercial cleaning

Management franchise - domestic sector

Professional domestic cleaning franchise

Office and commercial cleaning

Professional domestic cleaning

Money back guarantee, home-based, flexible hours

Cleaning franchise opportunity

Oven cleaning

Domestic oven cleaning

Restoration and specialist commercial cleaning

Organic upholstery & carpet cleaning & protection

Professional carpet & upholstery cleaning

Domestic cleaning

Domestic cleaning management franchise

Commercial and domestic wheelie bin cleaning

Domestic cleaning

New Diamond drilling and cutting franchises for over 23 years

Equipment repair/maintenance

Innovative products created and sold to craftsmen

Rapid response on site hose replacement service

Run your own phone company

Emergency onsite hose replacement

International delivery

Targeted door to door distribution

Courier services

Specialist packing and shipping solution

Courier UK and Europe

Expert advice for free

SUPPORTED BY NATWEST, THE FRANCHISE
SEMINARS ASSIST PEOPLE LOOKING TO INVEST
IN A FRANCHISE BUSINESS IN THE UK



Choosing which franchise to invest in is one of the biggest decisions new business owners will make. These three-hour seminars provide impartial guidance and advice to help you make the right decision.

Presented by Matt O'Neil, ex-owner of Snack In The Box and head of recruitment for Expense Reduction Analysts UK, the seminars aim to cover the benefits and burdens of investing in a franchise, highlighting some of the advantages owning a franchise can offer as well as some of the common pitfalls to avoid.

LOCATIONS

The seminars are held across the UK in strategic locations such as London, Birmingham, Manchester, Newcastle, Belfast and Glasgow.

Part of the programme is to examine some existing brands to find out about the different types of franchise business available, the investment level required and how they operate. This sharing of information helps prospective business owners get a good idea of what would be involved in running their own franchise operation.

SUPPORT

The current brands supporting these seminars are:

- Cafe2U. Over 60 people in the UK are now running their own successful mobile coffee business using the company's proven franchise system.
- Tutor Doctor. The home tutor market is worth £6 billion in the UK and Tutor Doctor is one of the fastest growing education franchises in the market.

SEMINAR DATES

February 9. Copthorne Hotel, Newcastle.
February 23. RBS/NatWest Building, London.
March 8. Hilton Manchester Airport.
March 15. RBS/NatWest Building, London.
April 12. Hyatt Regency, Birmingham.
April 19. RBS/NatWest Building, London.
All seminars start at 6.30pm.

- InXpress. Since 1999 the company's shipping specialists have been determining the best shipping solution at the best price.
- Expense Reduction Analysts UK. Offers an opportunity to become a fully trained cost management consultant with the ability to win business and deliver significant savings to clients.
- ActionCOACH. An award winning franchise that's built a team of more than 100 business coaches in the UK.
- NIC Cleaning. A management franchise, franchisees employ teams of cleaners to visit commercial locations, often providing a daily service for repeat customers
- Belvoir. One of the largest specialist residential lettings agency franchises in the UK.
- Agency Express. A van-based, owner operated business that provides the opportunity of expanding the business into a multi-van management franchise. **MM**

FOR MORE INFORMATION

- To book your place, complete the form at www.franchise-seminars.info or call **020 718 33 657**.

FREE INFO NO: 5913

franchising

Would you be interested in a business that can generate THREE-QUARTERS OF A MILLION POUNDS in just ONE YEAR?



DREAM DOORS®

NEW LIFE FOR OLD KITCHENS



Mike E.
Elaine Hurley

That's what Dream Doors franchisees of the year, Mike and Elaine Hurley, achieved in 2011.

This year they're on target for more than £850,000! invest in a Dream Doors franchise and you'll be part of:

- the UK's largest kitchen facelift retailer
- a multi-award-winner and full bfa member
- a brand with sales up 50 percent in 2012

This is a management franchise.
Kitchen industry experience isn't necessary.

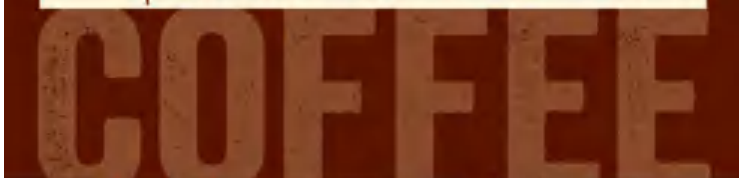
Contact Dream Doors today for a free information pack and DVD.

Call 023 9260 4630 or visit dreamdoorsfranchise.co.uk



great coffee helps™

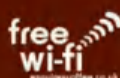
Have you considered owning your own
premium coffee house?



Coffee is still one of the fastest growing business sectors in Britain.

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research us
www.esquirescoffee.co.uk



FREE INFO NO: 4433

READER
ENQUIRY
NUMBER

FRANCHISOR

INVESTMENT
LEVEL

FOOD & CATERING

4695	5aDay Box Supplies	Total investment required £19,000 + VAT
5028	800 Pizza LLC	
4089	Abrahebabra Ireland Ltd	AOR
4519	Auntie Annes	£50,000
4960	Baguette Express	
4986	Bake&Take	
4900	Bar Sport	
4926	Bavarian Beerhouse	
4897	Beatons Tea Rooms	£40,000
4843	Bennigans	AOR
4096	Burger King Corporation	£800,000
4686	Cafe2U	£23,600
4737	Canas y Tapas	AOR
4576	Charisnack	Areas available from £9,950 + Vat
4989	Coyote Ugly	
4100	Dominos Pizza	£280,000
4102	Dunkin Donuts	AOR
4724	Egg Free Cake Box	AOR
4103	Eismann International UK Ltd	AOR
4104	Esquires Coffee Houses	Minimum £60,000
4106	Favorite Chicken & Ribs	AOR
4833	Greene King Meet & Eat	£85,000
4527	Jaspers Corporate Catering	£100,000
4822	Kingdom of Sweets	£2,000
5026	Little Caesars Enterprises Inc	
4925	Marstons Food and Catering	AOR
4114	McDonald's	AOR
4110	Oakhouse Foods	AOR
4946	Pan Chai	£35,000
4375	Papa John's	£175,000 - £225,000
4118	Perfect Pizza Limited	£30,000 - 120,000
4604	Phat Pasty	£25,000
4119	Pizza Hut	£130,000 +
4795	Pizza Vito	£65,000 - £110,000
4122	Quizno's Subs	AOR
5031	Retail Franchise Group	
4773	Rice Franchising	£100,000-300,000
4743	Ringtons	£28,950 +VAT
4756	Riverford Organic Vegetables	AOR
4126	Snack-In-The-Box Ltd	£19,750 - £44,950 Min Capital Required £10,000
4105	Southern Fried Chicken	£80,000 - £120,000
4930	Steak n Shake	AOR
4128	Subway	c. £100,000
5013	Sumo Sushi	
4901	Sweet Treat Donations	£4,500 + VAT
5005	The Country's Best Yoghurt	
4942	Tiger Bills	
4517	Wiltshire Farm Foods	AOR
4132	Wimpy International Ltd	AOR
4959	Zaks American Diner	

FRANCHISE SERVICES

4923	Dennis & Turnbull	
5029	Desita	
4753	Franchise Development Services	AOR
5014	Franchise Finance	
4666	Franchise Resales	AOR
4918	Franchise Surgery	
4487	The Franchising Centre	AOR
4778	Use-A-Franchise	AOR

HEALTH & BEAUTY

4827	Activity Mix	
4787	Anytime Fitness	£95,000
4808	Attirance	
5025	Booster Juice	
4416	Fit4less	£90,000
5044	THE FITNESS SPACE.COM	
4898	Guinot	
4961	Jacks of London	
4984	Jetts	

FREE INFO NO: 4104

BUSINESS TYPE

Fresh fruit and veg box scheme, run from home.

Fast food outlet

Freshly baked soft pretzel franchise

A traditional but stylish Tearoom

Fast food outlet

The world's largest mobile cafe franchise

Tapas restaurant

Vending and self-service healthier snack boxes.

UK & Ireland's leading pizza delivery company.

Fast food outlet

Frozen food delivery service

Speciality coffee (& tea) house

Fast food outlet

Greene King Meet & Eat Pub franchise

Produce and deliver catering to corporate clients

Success never tasted so sweet!

UK's leading independent pub retailer

Fast food outlet

Delivery of frozen meals and desserts

Fast food outlet

Pizza home delivery and take away

Fab branded food delivery business

Pizza delivery business

Delivery, restaurant, sell by the slice, pizza

Fast food outlet

A unique home delivery service of tea and coffee

Providing fresh organic produce direct to your door

Work place snack delivery & vending

A complete quick service restaurant concept

Quick service food outlet

Raising thousands of pounds for local Charities

Meals delivered to your door

Fast food outlet

Helping people considering franchising

Unique and effective resales management

Franchise consultants

Reach 250000 customers every quarter

Worlds fastest growing 24 hour fitness franchise

Join the low cost fitness revolution with Fit4less

Smart move

FRANCHISING IS A SAFER OPTION THAN GOING INTO BUSINESS ON YOUR OWN.

ANDY BRATTESANI, HSBC'S UK HEAD OF FRANCHISING, SAYS

Fed up with your career? Want to try something new? Franchising may provide the answer, as most franchises are designed for people with little or no experience in a specific industry.

Franchising is considered by some to be a safer option than going into business on your own. A franchisee should have a tried and tested format to follow, training and support from their franchisor and a network of fellow franchisees to speak to. So while franchisees own and operate their own businesses, they are not doing it alone.

PLANNING

A good franchisor will encourage and help its franchisees with business planning, both at the outset and on an ongoing basis, helping the business to get off to a flying start and then continue to develop.

Many small business owners are too busy to look at what's happening in the marketplace, what competitors are up to and how customers' needs might be changing, but a good franchisor will be consistently researching the market and its network of franchisees to keep ahead of the game.

All this support is invaluable for a start-up franchisee looking to secure lending.

Before you talk to the bank about borrowing money to start your franchise, you need to establish how much funding you will require. You should do your homework and research what you will be getting for your money, both at the outset and once your business is established.

There are a number of costs that must be taken into account. You may need to think about professional charges related to any property transaction, such as lawyer, architect and surveyor's fees, as well as insurance. If you are employing staff, there may be recruitment and uniform costs.

There will also be marketing costs involved with an official launch of the business. In addition, working capital may be required - what you need to live on prior to the business generating cash flow and profits.

A business plan and cash flow forecast will be required for the first two years of the business. Ensure you understand the figures, what they are based on and how much you will have to turn over in order to break even.

Complete a full list of your personal income and expenditure, including mortgage, household bills, partner's earnings, etc. Consider what security you can give to back up your loan, such as equity in your home.

It's important to consider the financial implications carefully before buying a franchise. You are entering into a long-term commitment and need to get the finance right at the outset. Don't do it on



"A good franchisor will encourage and help its franchisees with business planning"

a shoestring, but don't borrow more than you can afford to repay.

HSBC will carry out a full review of your background and reliability, your training, qualifications, financial resources and suitability to run the business.

Apart from the actual amount, HSBC will also look at the purpose for which the money is going to be used. For an established franchise, most banks will lend up to 70 per cent of the start-up costs; for new franchises, the figure will be 50 per cent.

REPAYMENT

When it comes to repayment, a lot will depend on business performance. A well thought out and structured business plan and cash flow forecast will demonstrate your business can afford to repay any lending.

HSBC may ask you to provide security in relation to your borrowing. Security is required as a secondary source of repayment in the event a borrower fails to repay money owed to a bank.

When HSBC sets an interest rate, it takes account of a number of factors, including your stake in the business, security deposited, business sector and its evaluation of the risk involved. **MM**

FOR MORE INFORMATION

■ For further information download HSBC's Starting A Franchise guide at www.hsbc.co.uk/franchise, call **0121 455 3438** or email franchiseunit@hsbc.com.

franchising

DON'T JUST BUY A JOB...

Get a business that makes **REAL PROFITS!**

With over 75 franchises in Australia and New Zealand, we are the fastest growing franchise group in Australia. Business is booming. Now we're coming to the UK!

Along with appliances, customers can also rent computers, electronics, mobile phones and furniture.

You should call us because this business:

- Makes great profits.
- Has many customers, each paying small amounts of money into your bank account on a regular basis.
- Has flexibility in terms of when and where you work.
- Offers the option of short hours: Monday to Friday - no weekends.
- Is totally automated with our unique software system.
- Generates income all the time, even when you are not there.
- Is not dependent on weather, public holidays or the economic climate.

Entry-level investment is from £22,577 + VAT.

Make sure you do not miss out on your territory! Call us today to discuss this opportunity further or request an information pack.

No nights!
No weekends!
Great profits!
I love it!

Local APPLIANCE RENTALS ✓

Phone 0777 333 9444
www.localappliance rentals.co.uk

FREE INFO NO: 4935

MAD Academy

music and dance for preschool children

Children in many parts of the UK have been enjoying the delights of MAD Academy's high energy music and dance classes for ten years now. However, there are still some places where children have yet to benefit from these fun packed sessions. Could you help us plug the gaps?

Joining MAD Academy can be a life changing experience!

- You are the boss
- Your hours are flexible
- Start-up costs are low
- Great job satisfaction
- Grow at your own speed

Are you enthusiastic, passionate and fun-loving?

We are looking for self-motivated and business minded people to join our team of franchisees by opening the doors of MAD Academy in your neighbourhood.



Call Elaine for a prospectus on 07732 322540 or email her at franchise@madacademy.com

Find out more by visiting - www.madacademy.com

FREE INFO NO: 4609

READER ENQUIRY NUMBER

FRANCHISOR

INVESTMENT LEVEL

4742	Laser-it	From £7,995 plus vat
5001	Massage Heights	
4634	Mirage	AOR
4850	Naturhouse	up to £60,000
4814	No Mas Vello	AOR
4982	Pro Fit Franchise	£5,000
4846	Quit Smoking Pal	AOR
4220	Rosemary Conley	£20,000 + VAT
4761	Rush	£50,000
4165	Saks Hair and Beauty	AOR
4547	Silverdaze	£11,500 + vat
4341	Spice Isles	£25,000
5024	Supercuts	
4172	The Tanning Shop	AOR
4173	Toni & Guy	AOR
4995	Xtreme Lashes	

HIGH STREET RETAIL

4823	Ableworld	£29,950 liquid assets. £75,000 total
4138	Bang & Olufsen	AOR
4092	Bargain Booze	AOR
4939	Bathstore	
4403	Beautiful Bling Company	AOR
4139	Blazes	from £7,500
4665	Bo Concept	AOR
4631	Boots Opticians	AOR
4357	Cartridge World	AOR
4733	Cash and Cheques Express	£50,000 plus financing
4144	Cash Converters UK Ltd	£250,000 minimum PI £85,000
4187	Cash Express	AOR
4146	Cash Generator	£70,000 plus financing
4351	Chips	AOR
4940	Clarks Shoes	
5009	EE	180000 +
4725	Focus on You	£8,500 + VAT
4797	Foot Solutions	
4620	Horsatack	AOR
4740	Howards Storage World	£200,000 +
5027	Intercoil International Co LLC	
4159	Nevada Bobs Europe Ltd	Initial investment £60,000, total £200,000
4774	Noa Noa	£25,000
5015	One Stop	
4121	Punch Taverns	AOR
4685	Cyclelife	£70,000
4792	Rohan	
4166	Sevenoaks Sound & Vision	AOR
4168	Snappy Snaps Franchises Ltd	£30,000
4952	The T-Shirt Store	
4472	Thorntons	AOR
4580	United Carpets	£30,000
4583	Vincent Shoes	AOR
4640	Vom Fass	AOR
4718	Zipyard	Approx. £40,000 + VAT

HEMOCARE & PROPERTY MAINTENANCE

4329	Aire Serv	From £16,500
4278	Apollo Blinds	less than £20,000
4730	Arrow Homecare Ltd	£7,000 plus VAT
4509	Aspray Limited	AOR
4457	Blue Moon Bathing Solutions	AOR
4423	Bone Dry	AOR
4858	Briary Garden Services	from £9,500 + Vat
4734	Building and Handyman	£21,000
4735	Colourfence	£25,000
4364	Concept Solutions	£27,995 + vat
4284	Countrywide Grounds Maintenance Ltd	£45,000

BUSINESS TYPE

Non surgical liposuction and face lift

Specialist beauty & skin care salon

Weight loss retailer franchising UK

Become a Pro-Fit Personal Trainer

Health and fitness

One of the most successful names in hairdressing

Hair and beauty

The unique jewellery company

Health & beauty

Tanning shop franchise

Hair and beauty

Leading mobility and homecare retailer in the UK.

Hi-fi retailer

Alcohol retail

Retail supply of jewellery

Fireplace & central heating retailer

Furniture shop

Opticians

Refilling & re-manufacturing printer cartridges

Pawnbroking and financial services concept

The UK's favourite buy and sell store

Cheque cashing/retail services

An exciting discount retail franchise

Video games retail specialists

The UK's most advanced digital communications company

Focus on You designer eyewear franchise

Saddlery shop

Storage and organisational product specialist

Golf shops

Pub retailing

Lifestyle, leisure, sport, fitness, family, retail

Sound systems and home cinema retail

Photo and digital specialists for nearly 30 years

Confectionery shops

The UK's largest franchised carpet retailer

Children's footwear

Oils, vinegars, spirits & liqueurs from the cask

The UK's only alteration franchise

Air conditioning, heating & refrigeration

Manufacturers of high quality blinds

A window repair and refurbishment franchise.

Management in building insurance claims

Walk in baths & showers

Organic carpet cleaning

Garden Maintenance Franchise - North East England

Handyman franchise

Boundary fencing supply and installation.

Property insurance claims and remedial services

Commercial grounds maintenance contractor

Polished performer

OVENU OFFERS TWO PROVEN WAYS TO START
YOUR OWN SPECIALIST CLEANING BUSINESS



Ovenu is celebrating over two decades in the oven valeting franchise sector this year. The company offers two opportunities to own your own business.

Both are tried and tested and offer exceptional value and return on investment for the right people.

WELL ESTABLISHED

Ovenu's Standard franchise model is well established and based on a minimum of 60,000 households, while its Easy Reach or Rural franchise model is an attractive entry level business opportunity based on a minimum of 30,000 households.

Franchisees manage their own diary and work commitment and because Ovenu operates a fixed fee support system, the harder you work the more money you keep.

The Ovenu training and support programme provided to new franchisees is the same, no matter which franchise opportunity is best for you.

Rik Hellewell, Ovenu's managing director, explains: "We have undertaken tests and trials in numerous locations throughout the UK to ensure our Easy Reach package represents an outstanding business opportunity and value, which means maintaining excellent profit margins for franchisees. We are all extremely pleased with the results."

"Prospective franchisees have the opportunity to benefit from working with us, having invested a modest £9,950 plus VAT. All our bespoke equipment, products, ISO 9001:2008 training, etc is included. The

package comes complete with an exclusive, highly manageable territory and we're aiming to fill all our available territories by the end of 2016.

"Our enquiry levels from prospective customers continues to rise year on year, but not at the expense of the referrals our franchisees enjoy from their existing clients."

Both models benefit from one week's comprehensive training and a proven launch programme. The Ovenu website is among the best in the industry and franchisees also benefit from excellent group buying deals for their green cleaning materials.

New franchisees have a choice of vehicles to suit their investment, so long as their final selection is approved by the franchisor.

The Ovenu recruitment process is transparent and provides all the information you need to decide which franchise model would work best for your area and budget.

LONG-TERM SUCCESS

Rik adds: "We prefer that approach because we believe it's both ethical and essential for the long-term success of our franchise partnership that every Ovenu franchisee has spent time with a franchisee to experience the business at the coalface."

Only after meeting with Rik is any commitment required from either side.

Rik says: "We will confirm our position in writing and if we are both agreed that we want to complete, a deposit is paid and an induction training date agreed." **MM**

FOR MORE INFORMATION

■ Visit www.ovenufranchise.co.uk.

Alternatively, call Ken Rostron on **01325 251455** or **07780 673001**.

FREE INFO NO: 4062



franchising

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FREE INFO NO: 4211

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- Full ISO 9001 training
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- Flexible lifestyle

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Invest with Ovenu, the world's largest and most successful oven cleaning and valeting franchise and we'll provide you with a 'business in a box'. You'll be trained to ISO 9001 standards and get the best tools and equipment to produce the finest results for your clients. You'll also have your own optimised website, local adverts and a fully protected territory. It all adds up to an irresistible package – just open it up and start your journey to success!

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- Market leading brand
- Flexible lifestyle
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 oven valeting services

www.ovenfranchise.co.uk

01325 251455

Simply the largest oven valeting network in the UK

FREE INFO NO: 4062

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4385	Countrywide Lawn Doctor	AOR
4288	Drain Doctor	£35,000 + VAT
4433	Dream Doors	£70,000 total
4289	Dyno Locks	AOR
4290	Dyno Rod	AOR
4934	Ed's Garden Maintenance	£11,000
4794	Envirovent	£19,950
4953	Fibrenew	£50,000
4948	Fifty Plus	
4906	Fresh Fronts	
4698	Furniture Clinic	AOR
4359	Furniture Medic	£22,075
4022	Gas-elec Safety Systems	£16,500
4716	Granite Transformations	AOR
4782	Green Assess	From £5,995
4293	Greenthumb Ltd	£31,700
4505	Handywoman Franchising	AOR
4855	Hemsley Gardening	AOR
4294	Hillarys Blinds	AOR
4692	Hire a Hubby	AOR
4298	In-toto	£15,000 & £70,000
4388	Jim's Mowing	£15,000
4757	Just Fitted Kitchens	AOR
4820	Just Shutters	£7,500
4553	Lawnkeeper	£15,000 - £25,000
4758	Lawnscience	£17,995 plus vat
4935	Local Appliance	
4954	Magicman	£19,500
4549	Matts Mowing	AOR
4058	Metro Rod	AOR
4304	Mr Electric UK	From £26,500
4349	Oakleaf	AOR
4804	Reeds Rains	
4705	Royle Security Ltd	AOR
4652	Skidproof	AOR
4849	Shuttercraft	£16,900 +VAT (includes £4k launch, training and tools)
4167	Sliderobes Ltd	AOR
4671	Sliding Sash Solutions	AOR
5023	Sustain Solar	
4314	The Flat Roof Company	AOR
4575	TruGreen	£27,000
4317	Urban Planters	AOR
4802	Wilkins Chimney Sweep	£15,000 + VAT

LETTINGS & PROPERTY

4699	Bairstow Eves	AOR
4280	Belvoir Property Management	£22,500
4890	Century 21 UK	£20,000
4285	Countrywide Signs Limited	AOR
4924	Elite Property Services	£5000 Pilot Franchise Fee
4490	Enfields	AOR
4450	Engel & Volkers	AOR
4840	Estate.com	
4825	Estatesdirect.com ltd	From £5,000
4875	Go Direct Lettings	£6,000 - £20,000
4504	Goodchilds	AOR
4799	HomeXperts	£19,995 + Vat
4912	Lobster Lettings	£14,995
4300	Martin & Co	£25,500 +VAT
4594	Medics On The Move	£25,995

BUSINESS TYPE

Lawn treatment service
Plumbing and drainage
The UK's largest kitchen facelift retailer
Lock & security installation
Drain cleaning & maintenance
Why did they choose Ed's Garden Maintenance?
Home-based energy saving franchise
Restoration service for leather, plastic & vinyl.

Cleaning & repair specialists
Professional furniture restoration franchise
Gas and electrical safety testing
Unique product, unique business opportunity
Start your own green property services business.
The UK's original lawn care experts
Women run property maintenance

Made-to-measure window blinds
Property maintenance
Kitchen Franchise with over 30 years experience.
Lawn care and garden maintenance franchise
Bespoke handmade kitchen retail opportunity with low overheads
Plantation shutter suppliers.
A well established professional lawn care company
Fast growing professional lawn care franchise

Run your own hard surface repair business
Lawn services
Drain cleaning
Electricians & electrical contractors
Distinctive period interior design

The only alarm installation franchise
Slip resistant flooring

Shuttercraft – Every Window is an Opportunity
Wardrobe specialists
Repair and servicing traditional sash windows

Roofing specialist
Professional lawn care franchise
Indoor plant suppliers
A modern take on a traditional business

UK'S most successful estate agency & lettings franchisor
Residential lettings agency
Fantastic business opportunities with CENTURY 21
Estate agency sign contractor
Run your own successful Lettings Business
Estate agency
Estate agents

Personal estate agency business
Join the rental revolution
Estate agency
HomeXperts Exceptional Estate & Letting Agents
Easy To Run Profitable Lettings Agency Franchise
Lettings & property management franchise.
Lettings & home search franchise

Excellent career choice

SCOTT RATCLIFFE-MCCLELLAND EXPLAINS HOW BEING A CHIPSAWAY FRANCHISEE GAVE HIM AN EXCELLENT LAUNCH INTO THE WORLD OF WORK

Leaving university at the height of the recession in 2009 was hardly an ideal start for Scott Ratcliffe-McClelland. Armed with his BA in vehicle design, his initial plan had been to approach Land Rover for his first position, but with huge lay-offs, this idea had to be shelved.

It was Scott's father who suggested he went into business for himself, which subsequently led to a visit to a franchising show at the NEC.

ENGAGING

Scott says: "I'd not got much idea about what to expect. Obviously I was looking at vehicle related opportunities and there were several at this particular show. Although they were all interesting, ChipsAway stood out for me partly due to how engaging I found Tim the CEO and partly because the stand was hugely professional.

"I took away some information and then spent time doing my own research, looking at the internet and scouring forums - on which I found nothing but good feedback."

Scott then attended an open day at ChipsAway's head office, during which attendees saw a repair being carried out. They were shown how the business model worked and how to build a business.

"Looking back, it was all very professional," Scott says. "Every question was answered and I made the decision after the open day to join."

Although Scott had excellent hands-on knowledge, he lacked business acumen and marketing skills. ChipsAway provided him with a business mentor and some initial marketing training, which included social media, advertising, basic accounts management and how to advertise to maximum effect.

And then came his launch weekend at Morrisons in West Bridgford, the geographical area he was to cover.

"The idea of the weekend was to meet people, seek out potential customers and raise awareness of my services," Scott says. "We were really busy - we estimated £15,000 worth of business, which resulted in a 50 per cent conversion rate. It was a great start."

Of course, any business takes time to build and Scott had factored this into his future plans - allowing a couple of years to enable regular advertising and word of mouth to take effect. And today - five years after launching his business - he's delighted with the way things are running.

"I'm very busy, with a regular repeat client base," Scott says. "I earn much better money than I would in a 'regular' job, plus I'm in charge of my own time and how I run things."

DEMAND

In fact, Scott currently has bookings in the diary for six weeks in advance, such is the demand for his services.

"I don't want to expand at the moment," he says. "I'm as busy as I need to be right now, but maybe in the future I may run several mobile vehicles, plus a static CarCare Centre, so customers can have a choice of whether they want to drop in or be visited.

"For now, being a mobile operator is offering me everything I need it to. ChipsAway was definitely an excellent career choice." **MM**

FOR MORE INFORMATION

■ Call **0800 980 5422** or visit **www.chipsaway.co.uk**. Investment: £29,995 (plus VAT).

FREE INFO NO: 4243



franchising

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FREE INFO NO: 4942

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4554	No Letting Go	£20,000
4308	Northwood	Franchise Fee £39,950 plus VAT
4788	Optimhome	AOR
4544	Parkheath	AOR
4905	PHP Lettings	£10,000+vat + working capital & setup
4768	Property Inventories	£18,000
4907	Redstones	£11,995
4379	Surelet	
4854	The Living Room Letting Agency	£22,500 + working capital & set-up
4770	The Video Inventory Agency	£5,500

MOTORING SERVICES

4922	Alloy Rescue	
4800	The AA	
4344	Autosheen	£12,995
4237	Autosmart Ltd	minimum of £12,000
4633	Autovalet Direct	£14,950
4254	Car Medic International	from £5,995
4579	Car Spa	AOR
4243	ChipsAway International	£29,995 +VAT
4672	Dent Devils	AOR
4244	Dent Wizard	£20,000
4248	Fleet Mobile Tyres	£35,000 plus vat
4851	Hometyre	£32,500+VAT
4903	iAuto	£120,000+VAT
4251	Mac Tools	£50,000
4697	Mobi Tyre	AOR
4417	Mobile Car Valeting	AOR
4752	MOT2U	AOR
4783	Motorkwik	AOR
5006	Red Driving School	
4191	Revive!	£19,995
4255	Snap-on Tools Ltd	£20,000
4538	The Wheel Specialist	£100-150,000
5022	Wicked Coatings	

PEST CONTROL

4584	NBC Bird Solutions	AOR
4508	Prokill Pest Prevention	£25/50,000 + £30,000 (Full Equipment & Training)
5046	WHELAN PEST PREVENTION LTD	

PETCARE

4678	Bark Busters Dog Training	£18,000
4421	Barking Mad	AOR
4513	Dial a Dogwash	AOR
4886	Dog Groom UK	AOR
4200	Husse	AOR
4211	Oscar Pet Foods	£15,000
4212	Pals4Pets	£11,950
4231	Trophy Pet Foods	£15,000
4739	Wagging Tails	£7,500 +

PRINT & PROMOTIONAL SERVICES

4259	AlphaGraphics	£97,000
4350	Barrett & Coe	Initial Franchise Fee: £5,500/£7,500 Min. investment: £8,000/£10,000

BUSINESS TYPE

Inventory services to letting agents and landlords
Offering letting, estate agency and mortgages.
The 1st home based estate agency network
Estate agency

Lettings and property management franchise
Management franchise, property inventories
Redstones Property & Letting franchise opportunity

The letting agency that is different from the rest
Video inventories to protect landlords' property

Mobile, high quality automotive & marine valeting
Manufacturer/supplier of vehicle cleaning products
25 years experience in the mobile valeting arena
Mobile automotive SMART repairs
Car valeting franchise
The leading minor automotive paintwork repairer
Specialist automotive dent repairs
Cosmetic vehicle repairs
tyres: UK's no1 on-line tyre retailer
Mobile tyre and alignment specialist
Build a £1m business in only three years
Mobile automotive tool retailer
Mobile tyre repair
On site car valeting
MOT service that comes to you

Revive! Smart repairs
Automotive handtool distribution
Formula One of automotive franchises

Bird and pest solutions

The most comprehensive pest control franchise

Home dog training, dog behaviour specialists
Home from home pet care
Dog washing franchise
Dog washing franchise
Pet products
Pet food & accessories
Pals4Pets is a professional pet service provider
The UK's largest mobile pet food franchise
Home from home dog boarding company

Marketing and visual communications franchise

Photography training and franchising

Reaping the rewards

OVENCLEAN FRANCHISEE CHRIS MCLOUGHLIN
ENJOYS THE FLEXIBILITY OF THE LIFESTYLE AND THE
FACT YOU GET OUT WHAT YOU PUT IN



When it comes to the stage you're working every hour and feeling nothing but stress as a result, it may be time to consider other options.

This is what faced Chris McLoughlin in his role with a major supermarket as a compliance manager. However, before Chris could act on his thoughts, he was made redundant and unexpectedly had a new set of decisions to make.

CHOICES

He says: "It was interesting timing. I had to decide whether to move to a new role I didn't particularly want, whether to try and find a new job with a new company or maybe to try self-employment.

"It was at this stage I remembered a franchising article I'd seen in the paper at work a short while back. Normally I don't read the paper, so it must have been serendipity. There was a big spread on franchising and amongst the companies featured was Ovenclean.

"With a background in catering, the prospect of cleaning ovens didn't worry me at all, so once I'd given it a bit more thought I decided to investigate things further."

Chris received some initial information from Ovenclean head office and also spent a day with another franchisee, Roger, observing how things worked.

"After that, I was sold," Chris says. "I liked the flexibility of the lifestyle and the fact you get out what you put in. It appealed to me that my own hard work would reap benefits for me, not for someone else."

Although Chris may have been sold, his partner had yet to be convinced.

"She's observed my spending patterns over the years and knew I was used to having a regular wage and not really questioning where the money came from," Chris says. "She was worried I wouldn't adjust things accordingly and there was probably a bit of worry about where the work would come from too.

"However, it took just one visit to an open day to convince her as well. She was impressed with the presentation, which explained how, if you follow the model, it will work when combined with application, dedication, a real work ethic and good marketing.

"It emphasised that it's not for people who don't want to work hard, but I did as that's what I was used to. And the presentation was right. The benefits were very quick to come in and we're both delighted. I should have made the move years ago."

RECOMMENDATIONS

Chris plans to have a second van in the future, but for now he runs his diary as he likes and enjoys much more free time with his family. He markets regularly, enjoying a big return on his leaflet campaigns, as well as recommendations.

"I always spend time with customers, making time to chat and get to know them," Chris says. "I think people appreciate that I'm not just dashing in and out and off to the next job. If you take the time, people will remember you. I've built on that to create the fantastic business I have today." **MM**

FOR MORE INFORMATION

■ Call **0800 988 5434** or visit **www.ovenclean.com**. Investment: £14,995 (plus VAT).

FREE INFO NO: 4404

franchising

"Who Else wants to TRIPLE their current income working from home in a simple to run business that anyone can run and be proud of, without working long hours!"



Freddie & Ruth Kaye with son Liam. Family owned and run since 1997.

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FREE INFO NO: 4355



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www.wokandgo.co.uk

FREE INFO NO: 4969

READER ENQUIRY NUMBER	FRANCHISOR	INVESTMENT LEVEL
4780	Business to Business	£13,250+vat
4142	Card Connection	From £20,000
4143	Card Line Greetings Ltd	AOR
4262	Colneis Marketing	AOR
4614	County Signposts	AOR
4732	Embroid Me	AOR
4020	Fastsigns	£40,000
4264	First Choice Cards Ltd	AOR
4608	Hardsoft Computers	AOR
4347	Ivory TowerCards	AOR
4346	Lasertech	AOR
4661	Local Life	AOR
4916	Mini Cards	
4270	Minuteman Press International	AOR
4330	Mobile' Affiche	AOR
4383	Monk Marketing	AOR
4186	Mudfish Trading	£5,999
4662	On My Doorstep Ltd	From £1,000
4377	Printing.com plc	AOR
4499	Raring2go!	From £9,995 - £13,995
4777	Real Color	AOR
4032	Recognition Express Ltd	£30,000 + VAT
4037	Sign-A-Rama	£25,000 - £86,000
4542	The Ink Shop Group	AOR
4171	The Original Poster Company	AOR
5007	Trader Post	
4582	Voucher Packs	£6,250 - £12,500

TRAVEL & LEISURE

4759	Club-Clean	£14,995 + VAT
4805	Cruise Holidays	£12,999 + vat (Finance via Barclays available 50/50)
4921	The Detective Project	
4681	Formula One Driver	AOR
4709	FunkyDiva Music UK Ltd	£10,000
4023	Global Travel Group plc	AOR
4798	Go Cruise	
4927	It's Murder	£15,000
4889	Jongleurs Comedy Live Ltd	
4755	Leisure Leagues	From £4,995+VAT
4796	Mydestinationinfo.com	€15,000 - €50,000
4813	Novosail	AOR
4896	Party Bar UK	
4700	Rentin Group Ltd	AOR
4938	Seriously Fun Swimming Schools	
5002	Sky Zone Franchise Group, LLC.	
4826	Sports Xtra	
4932	Tetra Brazil Soccer Schools	£5,995+VAT
4435	The Camping and Caravanning Club	£35,000 franchise fee + Campsite + Marketing Levy + IT Levy
4520	Travel Counsellors	AOR
4722	Treasure Trails	Average £7,500
4835	The Winning Ticket	AOR

VENDING

4559	Cardgroup	£14,995
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THE DEADLINE FOR AMENDMENTS TO THIS SECTION FOR THE MARCH 2016 ISSUE IS
29TH JANUARY 2016

BUSINESS TYPE

A monthly newspaper for local business.
Greeting card publisher and franchise company
Greeting card distributor
Greeting card distributor
Publish annual tourist guide
All your embroidery needs
Signs & graphics for business
Greetings card retail
Computer leasing
Greeting card publishers
Van based printer consumables
Local community websites
Print and copy shop
Mobile advertising scrolling display system
Promotional products
Greeting card publisher
Network of 1,400 community websites
Business to business printing
Raring2go! helps families have fun!
Suppliers of corporate promotional products
Business signage
Ink shops
Greeting card distributor
Voucher based advertising via the Royal Mail
Golf club valet - PGA Official supplier
Cruise holidays UK
Digital jukebox party hire franchise
Travel agency
Run your own soccer business, no coaching involved
MyDestinationInfo.com is a leading travel network
Specialist global holiday tour operator
Authentic Brazilian soccer coaching for 5-18 years
Run your own campsite with our support
Travel agency
A fun & unique outdoor leisure franchise
Greeting card franchise proven in 45 countries

The BFA



WHAT THE BRITISH FRANCHISE ASSOCIATION CAN DO FOR YOU

The British Franchise Association (BFA) evolved from the franchise industry itself in 1977 as the only self-regulating, voluntary accreditation body for franchising in the UK. Its remit is to develop and continuously improve the standards of good practice in franchising, and to accredit franchisors who meet these standards. Many organisations say they are 'franchisors' – not all are, and not all are accredited by the BFA.

The BFA accredits franchise companies for membership on the basis of a strict standards structure, which includes the company's financial position, day-to-day business activity, disclosures made to prospective franchisees and the terms of the franchise agreement.

These standards are based on the European Code of Ethics for franchising – agreed by the European Franchise Federation (EFF) member associations in 1990 – and recognised by the European Commission. Companies are reaccredited for BFA Membership on a triennial basis.

However, it is important to note that the BFA's detailed checks concern the company's fitness to franchise, rather than the suitability of, and prospects for, a particular product or service for a particular market.

Alongside the BFA's reputation for high franchising standards, which in turn works to enhance the image of its members and their businesses, the BFA offers many services and benefits to support members and provides help for prospective franchisees and franchisors.

UK & EUROPE

As part of the EFF, the BFA is able to lobby the European government as well as the UK government on behalf of its members. The BFA is ensuring its members' voices are heard and their interests are protected from unwanted legislation in the UK and Europe.

FRANCHISEE RECRUITMENT

The BFA assists members to recruit good quality franchisees. It provides many marketing platforms including the BFA website, which provides a direct link to its members for prospective franchisees who are shopping for franchisors online.

EDUCATION

The BFA's prospective franchisee and franchisor one-day seminars tackle how to approach franchising confidently, how to use franchising to grow a business and the relationship between franchisors and franchisees.

Prospective franchisees can assess whether franchising is right for them, prioritise franchise opportunities and understand the franchisor's requirements and assessment criteria, while prospective franchisors receive help in understanding the necessary skills and business culture required for a successful franchise operation and the next step in developing their business as a franchise network.

INFORMATION

The BFA also produces independent franchisee and franchisor guides, sponsored by Lloyds TSB. Approximately 40 per cent of all new franchisees purchase the BFA's Franchisee Guide prior to making their decision.

EXHIBITIONS

Restricted to BFA members or genuine business format franchise opportunities that have been accredited by the BFA for exhibition purposes, there are four BFA-endorsed exhibitions each year. Members receive automatic discounted entry to these exhibitions and discounted advertising and other costs.

TRAINING & COMMUNICATIONS

All members have access to accredited advisers and experience is shared at the annual conference and regional meetings, held in five areas three times a year. The BFA also produces newsletters for members and website subscribers containing franchise news and BFA activity.

FRANCHISE WEEKS

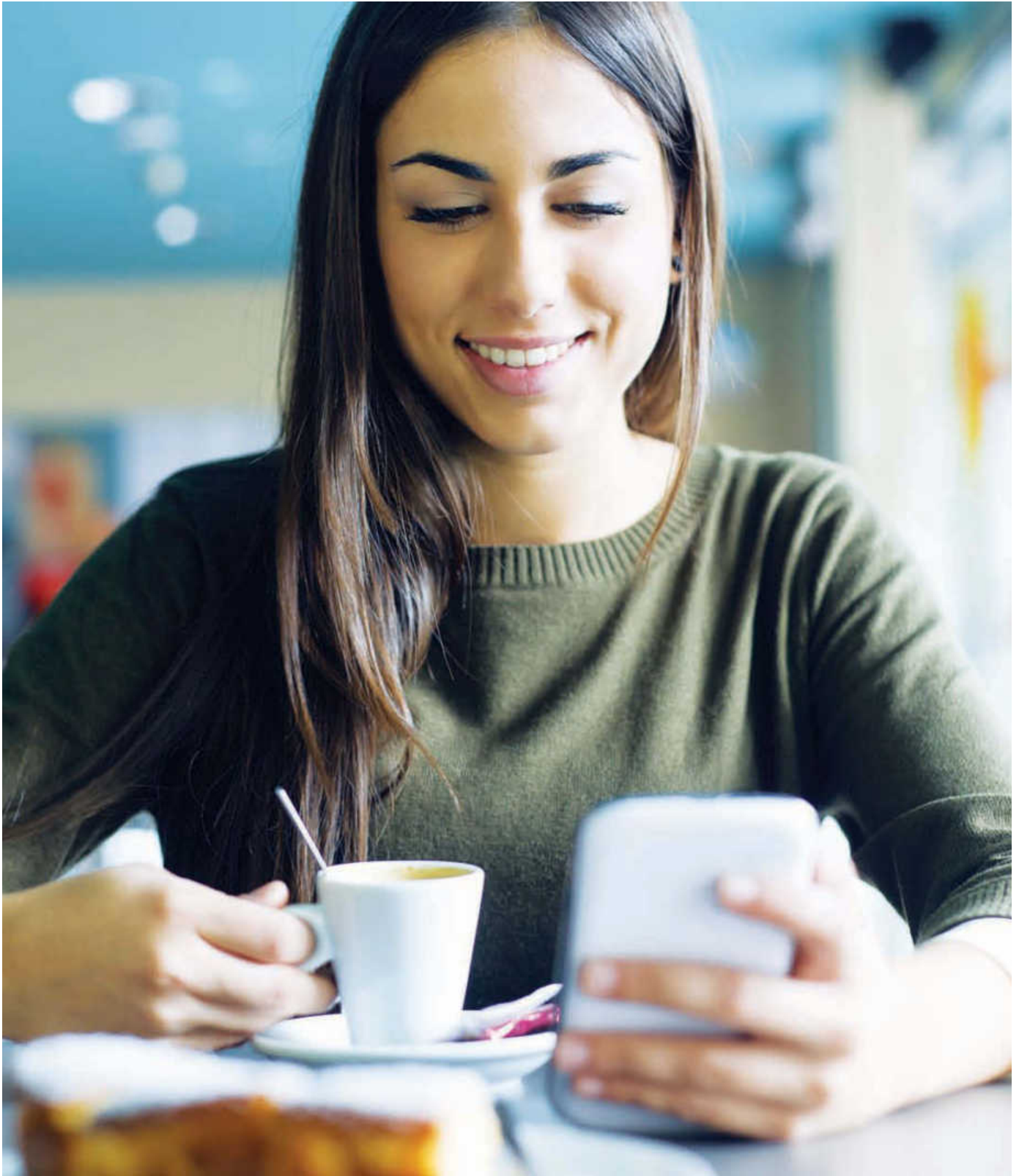
The BFA has committed to two initiatives – National and Scottish Franchise Weeks – to increase knowledge of franchising. These events are run in the weeks preceding the Birmingham and Glasgow exhibitions each year. They highlight the franchising concept as one of the safest methods of starting your own business and the security of having a tried-and-tested business formula and support behind you.

Ultimately, BFA membership is a benchmark of quality, providing public recognition as well as evidence that the company is truly established and offers a fair and ethical franchise opportunity. **MM**

FOR FURTHER INFORMATION

British Franchise Association: 01235 820470 or www.thebfa.org

apps for business



Mobile commerce

SMALL BUSINESSES NEED TO CONSIDER DEVELOPING AN EFFECTIVE APP STRATEGY TO STAY RELEVANT TO THEIR CUSTOMERS, **DAVE HOWELL** SAYS

Mobile commerce shows little sign of slowing down. According to display marketing company Criteo, four in 10 transactions now involve multiple devices. Cross-device purchasers are 20 per cent more likely to complete their transaction on their mobile device than the average user. Conversion rates on apps heavily outperform even the desktop.

Using apps has become second nature, with consumers preferring to access commercial information via an app than accessing a website on their smartphones and tablets. Marketers have spent a decade understanding the relationship consumers have with the online stores they use, only to have these rules broken by the small screen.

NEW INTERACTIONS

Mobile commerce is a new space that requires new interactions. Add in the app economy and small business owners need to consider developing an effective app strategy to stay relevant to their customers.

Statistics from Criteo highlight this. Retailers that have prioritised their mobile app experience as a key revenue driver see significant share of transactions via their app. For these retailers, apps generate 58 per cent of all mobile revenue.

Market research company eMarketer says the small screen will be the next commercial battleground for your business. The company advises: "Mobile phones are changing the way consumers shop. With a device always at hand, researching and price comparing is a possibility anywhere at any time.

"Though most shoppers still purchase in-store, ecommerce sales continue to consume larger and larger chunks of retailers' totals. And as consumers become more reliant on their devices, especially their go-everywhere-do-everything smartphones, mobile commerce comprises an even larger part of the ecommerce pie."

Richard Lowe of Barclays Corporate Banking says: "In 2014 approximately three per cent of all retail sales by value were made via a mobile device. This figure is set to rise to 9.1 per cent by 2019, representing sales of just under £32 billion, following growth of 231 per cent.

"To put that in context, all retail sales are expected to grow by 8.1 per cent over this period and online sales by 44.5 per cent - making mobile the fastest growing retail channel by far."

The app, more than any other channel, is enabling retailers to make close personal connections with their customers. The next step after developing an information-led connection with customers is to offer the ability to complete transactions. What is happening with social media is a pointer to how commerce will evolve within the app environment.

All the leading social media platforms have or are developing buy buttons that offer instant purchase options. This is a powerful channel, which leverages the propensity to share information, the attraction of apps and the ubiquity of smartphones.

The smartphone as a platform for apps is a combination that is disrupting the retail sales funnel. For many small businesses, the app has transformed how they reach their customers and how they buy their services and goods. However, apps are just one channel your customers will want to use. The omnichannel is alive and well

and needs to be part of your overall marketing strategy.

For businesses with retail premises, apps play an increasingly important role when it comes to in-store purchases. Retailers can enhance their offering with technologies like beacons, which identify individual customers for potential promotions. But apps offer customers a wider experience, as their use enables them to price check live.

DRIVING FORCE

Giulio Montemagno, senior vice president of international at coupon website operator RetailMeNot, says: "Mobile is now the driving force behind ecommerce growth, accounting for more than one in four pounds spent online in the UK last year.

"However, the true impact of mobile on retail is much greater than this. Our research suggests mobile is becoming a 'shopping companion' for many Brits. Almost three quarters of mobile users regularly visit retailers' websites to browse or make purchases, with some retailers seeing as many as one in two visits to their websites come through mobile."

Google has made the observation that WWW now stands for 'what I want, when I want, where I want it'. This defines the smartphone and in-app purchasing.

At the moment, in-app purchasing is in the development stage. Consumers are getting used to contactless payment and how in-app purchasing works for them. What is clear is that the trend is for more in-app purchases to be made and their value to increase. Is your business ready? **MM**



APP CHECKLIST

1. The experience customers have with their apps has a big influence on whether they also use them to purchase goods and services. The app and the purchase journey should be fast and seamless.
2. With in-app purchasing, using push notifications to remain in contact with customers can be key to them making a purchase. Personalisation is highly engaging and can lead to long lucrative relationships with customers.
3. The in-app purchase may be the last step in your customer's journey, but they could have started it using another channel. Integration of all your business' commercial channels is vital to long-term sales.
4. Linking your store to in-app purchasing is becoming more important, as consumers begin to see the value they can obtain from their smartphones. In-app purchases can be influenced online of course, but don't forget those customers walking into your store.
5. In-app purchasing will develop along with social commerce. As all the leading social media networks will eventually have purchase options and with these networks increasingly being accessed by smartphones, in-app purchasing must be supported across your business' social media networks.
6. As a direct conduit to customers to support their enquiries, using your app to make customers feel valued is critical to the success of in-app purchasing.

Reinventing the wheel

PAUL CLAPHAM **EXPLAINS** HOW IT CAN BENEFIT A SMALL BUSINESS



There you are - as you see it - being creative and along comes someone who plaintively accuses you of trying to reinvent the wheel. Even if they happen to be right, it's still annoying.

By contrast, I have never heard anyone ask: "Why aren't we trying to reinvent the wheel?" Until recently, I'd never read of anyone proposing such an idea or its non-transport equivalent.

INFLUENCERS

But times have changed. Those new masters of the universe sitting in Silicon Valley are setting out their stalls by asking that very question. Indeed, the main influencers of the Silicon Valley culture - the would-be investors - consciously require wheel reinvention and the like. Elon Musk, he of PayPal and the Tesla electric car, has complained: "We wanted flying cars and what we got was 140 characters."

It has been suggested that we are living in an era when the dreams of science fiction are starting to be reality. I can state with confidence that Dan Dare and his chums in *The Eagle* comic had Elon Musk's flying cars 50 years ago. Captain Kirk's communicator? The ubiquitous mobile phone - some have even been designed to look like it. Worldwide, free, instant communication anyone? That would be email and social media.

Hence, some science fiction has become so commonplace we don't even think about it any more. In effect, we are reinventing the wheel all the time and simply absorbing such inventiveness into our daily lives.

But hold on a minute, I hear you say. This is a small business I'm running. We don't have any wheels that need reinventing or could be reinvented. Are you sure?

The reality is that, unlike Silicon Valley, much of business doesn't have a remit to be inventive. In the process companies aren't doing their marketing properly, because new product development is essentially one of two things - a response to customers' needs and wants or something that nobody knew they wanted until they saw or tried it. The former is classic marketing; the latter is more like entrepreneurialism.

BIG MAC

Let's consider some examples. One of the world's most successful companies is McDonald's. Its best-selling product by a margin is the Big Mac. In a company that big, you'd expect the Big Mac to have been developed by a team of researchers, food scientists and marketing specialists. And you'd be wrong.

The Big Mac was created by a franchisee called Jim Delligatti, who asked a group of regulars if there was anything they'd like improved. They said they fancied a more substantial burger, so he cut the bun twice put in two patties, some more relish and the rest is history.

There are three important lessons here. First, a good idea doesn't mind who had it. In plenty of large companies, the Big Mac would have been stillborn because it didn't come from head office. Also, Jim Delligatti would have had the riot act read for tinkering with his franchise agreement.

Second, new product development doesn't have to cost megabucks - less than a dollar in the case of the Big Mac. Third, ask your customers what they want. It's free market research and there's not a lot of that kicking about.

You may be thinking that 'inventing' the Big Mac hardly equals reinventing the wheel. At the

time, however, it had a big impact on the fast food industry. It demonstrates that products that change a market don't have to be high-tech and complex.

DYSON

By contrast, there's the Dyson bagless vacuum cleaner. Working on a project focused on centrifugal forces, James Dyson wondered if that could be applied to the vacuum cleaner. As we now know, it could be, but it took years and thousands of prototypes before the product came to market.

In the process, some market research was done and, to put it mildly, it was discouraging. The customer was broadly satisfied with the performance of their existing cleaner and not ready to pay far more for a better one. When the customer saw and tried the Dyson product, she changed her mind. Ignoring that research has turned James Dyson into Sir James and a billionaire to boot.

The bagless cleaner wasn't James Dyson's first successful consumer invention. He it was who invented the Ball Barrow. With its spherical wheel, it was easier and more stable to use and became very popular. I have an image of Dyson waking up one morning and thinking: "Today, I'm going to reinvent the wheel."

C5

Just trusting your gut feel doesn't always work, however. Sir Clive Sinclair had an aura of 'can do no wrong' until he launched the C5 electric tricycle, then supposedly the future of transport.

It destroyed his reputation, his company and his wealth in a five-minute piece of TV coverage of its failings, which were many and would have been shown up by some research and consumer trial.

Do you actually need to go through the cost and angst of coming up with a groundbreaking new concept? Plenty of ideas never make it off the drawing board and into the factory, so it's a wasteful process. Why bother?

The answer is simple - the human race is hard-wired to like new ideas. Go round a supermarket and check how many 'new' pack flashes there are on the shelves. However, a cursory examination will tell you that in 99 per cent of cases the newness is marginal. It doesn't matter, because 'new' definitely sells.

Anyone in almost any industry will recognise that making a sales appointment is a lot easier if

you have a new product to show. This is partly our fascination with new things, but it's also driven by fear - if you're not au fait with the latest products, you're off the speed and that's a bad feeling.

This 'new' fixation can actually have a negative impact on reinventing the wheel. A lot of businesses recognise that they could genuinely improve a product, but at a significant cost. It's far cheaper and easier to add in some extra bells and whistles and put the price up or boast that you haven't.

As a case, look at mobile phones. They are constantly changing, having additional functionality built in. But I am forever hearing people whinge about their phone not fulfilling its primary function - making and receiving calls and texts - as well as the model they had five or 10 years ago. That's a wheel that begs to be reinvented.

Process re-engineering is one of those bits of business speak I don't like because it obfuscates an important principle - changing the way you work so you're better, faster or cheaper is a real game changer for business. Don't reinvent the wheel you're selling, instead subtly reinvent the way you make it and sell it.

DELIVERY

A classic example of this is just in time delivery. This process has reached the level of an art form in the motor industry, where it was first seriously developed. The JIT principle has trickled down through all business sectors, such that increasingly the concept of stockholding is looking dated.

On the other hand is fracking. The principle has been around for decades, but didn't turn into a source of fuel from shale until someone proved - after years of trying - that it could be done with water alone. Suddenly, we learnt that the price of a barrel of oil could fall by 50 per cent within 10 years. It did fall that much and much faster.

When do you definitely leave the wheel alone? I've been staring at that question for several minutes without an answer. In the marketing world, you tinker with branding and packaging very cautiously. Consider the Ford blue oval, the Mercedes three-pointed star and the Volkswagen VW. Brasso and Tate & Lyle syrups are models of long-term packaging consistency. In branding the rule is, if it ain't broke, don't mend it. **MM**



Ask your customers what they want - it's free market research

business start-up



Entrepreneurial spirit

DON'T LET THE POPULAR STEREOTYPE OF A SUCCESSFUL BUSINESS OWNER STOP YOU BECOMING YOUR OWN BOSS, DAVE HOWELL **SAYS**

Have you often thought about starting your own business? According to the latest research by social enterprise Cause4, a quarter of UK adults want to be their own boss in 2016.

Michelle Wright, Cause4's founder and CEO, says: "The job for life is a distant memory and the appeal of striving hard to benefit corporate goals, all focused around making money, has lost its appeal for many of us."

ROCK STARS

Michelle started Cause4 in May 2009 and wouldn't go back to the nine to five. "Entrepreneurs are the new rock stars," she says. "For many people, the challenge and rewards of starting up and running a business provide independence and fulfilment they can't get in their day job. You can set the agenda of what's important to achieve against your own values."

There are numerous reasons why people want to start and run their own businesses. They could be disillusioned with their current job or want to improve their work-life balance. However, many question whether they have the personality or required mindset to run a small business, which can often be misplaced, as the profile of a successful business owner has been changing for some time.

Says Chris Nkwonta, founder and CEO of VROOMO, a platform that brings cars and their new owners together: "Not all entrepreneurs can be cast into the same net in terms of personality types. It's true that you can't afford to be a lone wolf along your journey, as plenty of good advice will be thrown your way, which you need to take on board."

For lots of people, having the right skills and attitude to start their own business has been a barrier. The popular image of the entrepreneur who's driven and a risk taker is often at odds with the personalities of people who want to become business owners. But is this changing?

According to research from Barclays, which examined the views and psychometric profiles of more than 2,000 entrepreneurs and employees in the UK, Germany, Singapore and America, business creators scored higher on 10 of 13 key character traits identified as being prevalent in business creation, including achievement, motivation and the need for autonomy.

Yet it also revealed striking differences between entrepreneurs themselves, with two distinct types emerging - one set, the Type As, who are artistic, well organised, highly competitive and emotionally stable, and Type Bs, who tend to be traditional, conservative, disorganised, spontaneous and focused on teamwork.

Greg Davies, head of behavioural and quantitative finance at Barclays, says: "Entrepreneurs have an important role in supporting economic growth and social progress, yet they are often incorrectly viewed as one homogeneous group."

"This study directly challenges that misperception with a much more varied picture of success. Indeed, some of the characteristics we found, such as introspection, actively counter society's popular stereotypes."

The top three traits that most distinguish entrepreneurs from employees are a need for autonomy, self-efficacy and achievement motivation.

The Barclays report highlighted that high scores in these traits are characterised by a range of behaviours, including a desire to influence the objectives of one's work, the ability to stick to one's aims and accomplish goals and a drive to go above

and beyond one's peers and surroundings in pursuit of success. Such behaviours could, in light of the research, provide indicative evidence of entrepreneurial potential.

DEFINING TRAIT

Dr David Stillwell, deputy director of the Psychometrics Centre at the University Of Cambridge, says some people want to be entrepreneurs, while others have to be entrepreneurs.

This is perhaps the defining trait of business owners - their need to start and run their own enterprise, regardless of whether they have the generally held set of entrepreneurial skills or the psychological profile to match.

According to Ricky Martin, co-founder of The Skunk Works Surfboard Company, entrepreneurs see an opportunity others miss or undervalue.

He adds: "This is evident in the partnership between my brother Chris and I. We have the same goals, but very different skill sets and personalities and are the opposite of one another in the way we address certain issues or problems. One constant is the willingness to work hard for little or no monetary return in the hope the long-term will reward."

The risk of failure will always be a major barrier to starting a new business. Perhaps the people who have taken the plunge have been able to mitigate this.

Bev Crighton, senior lecturer at the Derby Business School at the University of Derby, says: "Learning by doing is what entrepreneurs often do and it's up to us to build a society where that's a safe thing to do and not be so keen to jump on a mistake."

"Most successful entrepreneurs have had many failures and maybe it's that our current society is not good at letting that happen."

Who can make a success of starting their own business is a difficult question to answer. Certainly the personality traits the media has reinforced as necessary for business success have evolved as the business environment has.

TOO SIMPLISTIC

Entrepreneurship is still an ambition among young people who don't see traditional employment as stable or even desirable. Assigning a general set of psychological traits is too simplistic, as the Barclays research has shown.

If you have the desire to start your own business, worrying whether you have the right personality is wasting time and energy. The fact you want to be your own boss is all the validation you need to start your journey.

Many business owners may share an outlook or a similar personality, but that doesn't mean your temperament has to match theirs. Drive, enthusiasm and the ability to bounce back after the inevitable failures is all you need. **MM**



Most successful entrepreneurs have had many failures

social media marketing

Online for business

TREVOR JOHNSON SHOWS YOU **HOW** TO MAKE
THE MOST OF SOCIAL MEDIA MARKETING



Without social media, Morphsuits, now one of the world's biggest fancy dress suppliers and turning over more than £12 million a year, probably wouldn't exist. When three friends launched the business on a shoestring six years ago, they had no money for advertising and took a gamble with a Facebook for Business page.

It paid off. Within months the company had nearly a million likes in 13 countries. Gregor Lawson, one of the founders of Morphsuits, says: "Now at least 20 per cent of our business comes direct from

Facebook. Without Facebook, we wouldn't have a business."

Today most entrepreneurs starting a business know that Facebook, with its 1.5 billion users a month, and other social networks, are no longer just for gossip and chit chat, but vital marketing tools. However, studies have shown many don't fully understand how to harness the networks to help them boost sales.

Small business network Enterprise Nation advises: "The key point is that they are a phenomenally powerful way of reaching new customers

because we are more likely to buy things that are recommended by our friends.

"Facebook makes it easy to get started and for family, friends and existing customers to tell their contacts about you. This is the point when the network becomes valuable, but it's also when some businesses start to lose their way.

"The crucial thing is to develop a connection with this second round of friends, so that they will recommend you too."

It's a point stressed by Tom Ollerton of digital marketing agency We Are Social, who says: "The key

is to talk about what makes your company unique and why people should like it. Most network users have many friends and so catching their eye takes effort. It's not about collecting likes, but building lasting relationships."

If your business isn't unique, experts urge you to use your imagination to lure potential customers. For instance, the makers of Duck Tape posted pictures of hundreds of items, including flowers and dresses, made from its product, while kitchen appliance Blendtec attracted attention with a video showing what happens when you put an iPhone in a blender.

Are you making the most of social media to market your business effectively? Here are some ways to optimise your network:

POST FREQUENTLY

Two posts a day make for an active social media profile, but one a day is probably adequate for a business with less time to spare. Says media management consultant Paul Reynolds: "I recently came across a company that posted five times in one day and then did nothing for three weeks. That's a waste of time and money."

DON'T LINK YOUR BUSINESS PAGE WITH YOUR PERSONAL PROFILE

This can be unprofessional and confusing. And putting business posts on your personal profile will reach friends, acquaintances and family, rather than current and potential customers.

FOCUS ON CUSTOMERS, NOT THE MASSES

According to Paul Reynolds: "It's better to have a hundred regular and engaged customers than a thousand who log on once and never again. If people keep returning to your page, your marketing efforts will be more effective whether you have 40 or 400 followers."

KEEP THEM IN THE PICTURE

Most popular posts include pictures or a video. Think of every image as a way to get more clicks. The more it's talked about, the more potential business it will bring.

ADD INTEREST

You can achieve this with quick and clever replies to likes, comments and emails, as well as relevant shares, retweets or favouriting.

According to media guru Jayson DeMers, over 70 per cent of businesses now claim social media marketing is important, but aren't sure which tools are best to use. "This demonstrates a huge potential for social media marketing, but a lack of understanding about how to achieve the best results," he says.

Here are some of the ways social media can boost business, particularly start-ups and small companies:

IMPROVING BRAND LOYALTY

Research by Texas Tech University revealed that brands using social media enjoy higher customer loyalty, while another study found nearly 60 per cent of potential customers will first visit Facebook before exploring other possible suppliers.

HIGHER CONVERSION RATES

Social media has a 100 per cent higher lead-to-close rate than traditional marketing. Jayson DeMers says: "Social media is a place where brands can act like people do and this is important because people

like doing business with other people, not with companies. Social media audiences can also improve conversion rates in other forms of marketing, too."

BOOST YOUR IMAGE

Paul Reynolds explains: "When people want to compliment or praise a product, they invariably turn to social media and when they post your name the more authoritative and valuable you will seem to new users and the more you can interact with prospective customers."

LOWER MARKETING COSTS

Software specialist HubSpot says 84 per cent of companies found that spending six hours a week on social media was enough to increase traffic to their websites by up to 50 per cent and led to a significant rise in inquiries and sales.

BETTER SEARCH ENGINE RANKINGS

Google and other search engines are now regarding social media presence as a significant factor in calculating rankings because strong brands invariably use social media. So being active on social media can act as a 'brand signal' to search engines that your brand is credible and trustworthy.

"Realistically, you don't have anything to lose by getting involved in social media - the time and money involved is usually minimal compared with other marketing channels"

MORE EFFICIENT CUSTOMER COMMUNICATION

"Every customer interaction on social media demonstrates your customer service level," Jayson DeMers says. "For instance, if a customer complains about your product on Twitter, you can immediately take action to smooth things over and make them right. It's a personal encounter that lets customers know you care about them."

Anyone, it seems, can benefit from a well thought out social media marketing campaign - and that includes the 76 residents of a village in the Graubunden region of Switzerland, who were anxious to attract more tourists to their remote beauty spot.

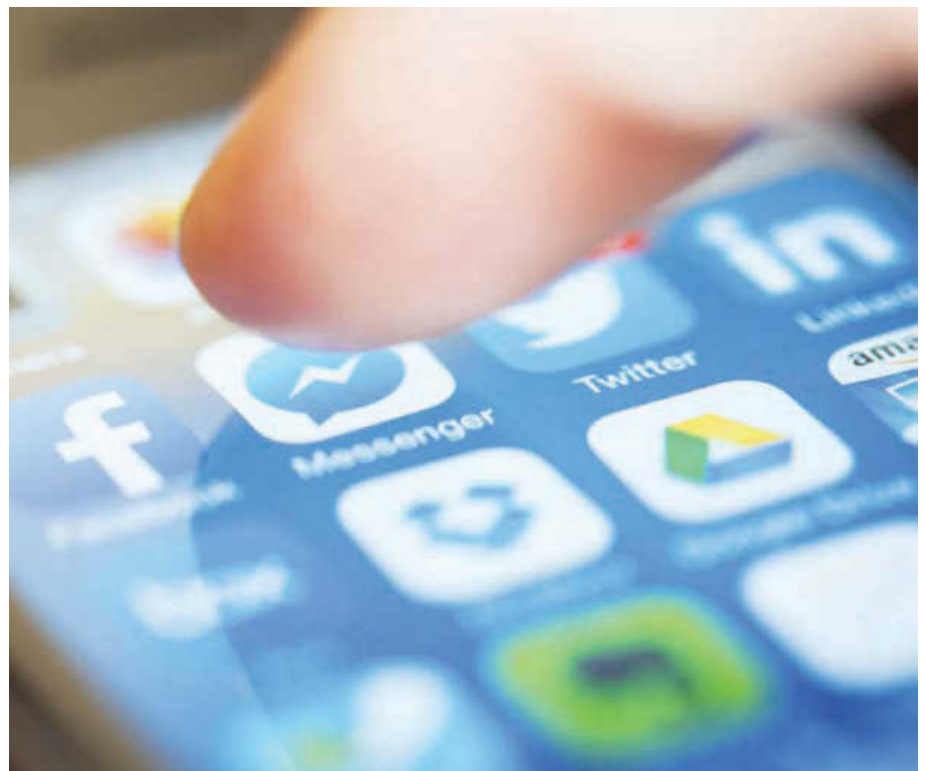
To do this they posted a photograph of all their Facebook friends on the local noticeboard. When that was full, they displayed pictures on buildings all over the village. It made the headlines. As a result, the village now has 45,000 Facebook fans and visits to its tourist website have increased by 250 per cent.

And when low cost airline Air Asia decided to fly the fiercely competitive Australian routes, it turned to Facebook to boost its chances and gave away all the seats in a jumbo jet. One Facebook fan and 302 of his or her Facebook friends would be flown to Australia and all they had to do was choose who to take.

As a result of the stunt, Air Asia doubled its number of daily flights from Sydney, generated nearly £1 million worth of press coverage, received 12,500 entries to the competition, reached over two million people on Facebook and grew its fan base by 30 per cent.

Realistically, you don't have anything to lose by getting involved in social media - the time and money involved is usually minimal compared with other marketing channels.

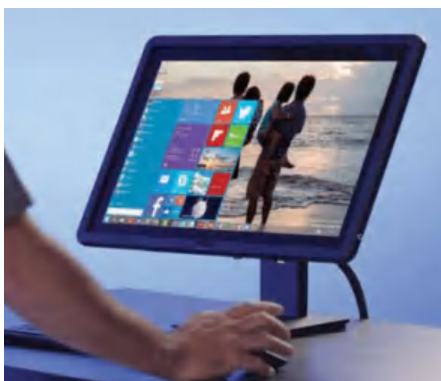
Paul Reynolds adds: "The longer you wait, the more you have to lose. Social media marketing, when done well, can lead to more customers, more traffic, more conversions and, make no mistake, it's here to stay." **MM**



computer clinic

10 for 10

THINKING ABOUT UPGRADING TO WINDOWS 10 BUT NOT TOO SURE IF YOU SHOULD? **PAUL RIGBY** GIVES YOU 10 REASONS WHY YOU JUST MIGHT



Everybody can finally exhale a sigh of relief: Windows 8 has gone away and it's once again safe to upgrade your PC's version of Windows. Windows 10's main aim is to be more familiar to users of pre-8 versions of Windows. It's a chance for everyone who missed out on all the performance and feature advances in Windows 8 and 8.1—and believe it or not there are plenty, many of which are included in this list—to get caught up. Not only that, it's free! If you have a valid license for a Windows 7 SP1 or 8.1 Update installed, then you're fine. The offer lasts for a year.

Note that the new operating system sheds some features that weren't used by a large enough audience for Microsoft to continue offering them. Things like Windows Media Center, Windows 7 desktop gadgets and a few more trifles. An underlying reason to upgrade, aside from any features listed here, is to take advantage of advances that come with newer technology; simply experiencing the little conveniences and updated design that accompany any new operating system can be refreshing. Several of the advantages listed below were also features of Windows 8.1. But a major goal of Windows 10 is to be familiar and not require learning new techniques the way Windows 8 did. From that standpoint, Windows 10 aims to give you the best of both worlds, embracing both familiarity and innovation.

Without further ado, here is why you should upgrade that old Windows box:

1. SPEED

Startup and more. If you never made the move to Windows 8 or 8.1, you've missed out on one of the best things to hit Windows operating systems: fast startup. There are even comparison Internet videos out there showing that Windows 8.1 actually starts up faster on a MacBook than OS X. And that's compared to a fast booting operating system. Compared with Windows 7, the newer Microsoft OSes leave the older one at the gates. Another speed boost mostly aimed at gamers will come from DirectX 12, the new 3D engine that will get game developers closer to the metal for a new level of immersive performance.

2. THE START MENU

The loud voices in the tech community have long clamoured for the return of the Start menu after its replacement by the Start screen in Windows 8. In many ways, the Start menu has been a symbolic fly in the Windows 8 ointment. Critics have clung to its exclusion as proof positive that Microsoft had finally gone bonkers. Microsoft has now heeded the cries for its return but given it a tile-based appendage, so as not to lose live tile info and to make the OS still touch-enabled.

3. CORTANA

For some people, it's nice to be able to talk to your technology (although it can be slightly unnerving if someone is giving a metal box commands as you stand in front of them in the queue for a bank till). If you've used an Xbox One or talked with Siri and her friend Google Now, you know how convenient it can be to interact with your technology hands-free, "Hey Cortana, play music," or "take a note" are just for starters. You can get more specific with reminders that will show up on any device running Cortana—which will soon include Androids and iPhones along with Windows Phones. You can say, "Remind me to buy milk when I'm near a supermarket," or "remind

me to ask my wife about her mother when she calls." And Cortana isn't just about voice commands: Notebook keeps track of your interests, popping up info such as your favourite sports team scores, local weather and even traffic conditions for your commute home.

4. UNIVERSAL APPS

If you use Windows 7, you don't have an app store. Windows 10 lets you find software you need for large and small tasks and you can run apps either windowed or full-screen. Windows 10 also comes with slicker and more powerful productivity and media apps, including new Photos, Videos, Music, Maps, People, Mail and Calendar. The apps work equally well as full-screen, modern Windows apps using touch or with traditional desktop mouse and keyboard input.

5. TOUCH

Just about every screen in your life these days is a touch screen—your smartphone, your tablet, even your car navigation system. So why not your desktop or laptop PC? I've heard the complaints about fingerprints on the screen but why is that more of a problem than on a smartphone, where a fingerprint takes up a much larger percentage of the surface area? Personally, I can do without it, the sore arms and find keyboard shortcuts a lot faster but it's nice to have the option.

6. ACTION CENTER

Your smartphone pops up notifications for messages, updates and even breaking news, so why shouldn't your PC? With Windows 10 it does. Similar to the Mac OS X Notification Center, the Action Center shows messages from email, the system itself (you've installed an update, for example) and from apps. You may see a weather warning or a birthday reminder. An advantage of these over Windows 8/8.1's Toast Notifications is that you can always go back and look at the entries you missed. The same holds for Windows 7's ephemeral system tray notifications.

7. A BETTER BROWSER

Formerly known as Project Spartan, Microsoft Edge brings the OS's default browser into the modern world of browsers. It also means the Internet Explorer can be given a funky, rather daring and completely street-cred moniker. That means improved compatibility and speed and add a few helpful new capabilities like webpage markup and reading mode.

8. SECURITY

Windows 10 inherits the Secure Boot feature from Windows 8 and makes it even more secure. This requires any code that runs right when the OS starts be signed by Microsoft or the hardware maker. Unlike Windows 8, Windows 10 PCs can be set up so that this feature may not be bypassed. Three new security features for Windows 10 are Device Guard, Microsoft Passport and Windows Hello. Let's hope this reduces the bombardment of virii upon poor ol' PCs, in that case.

9. VIRTUAL DESKTOPS

For years, some of the more-sophisticated Mac users have found the ability to switch among several virtual desktops useful. Windows 10 finally brings the capability to Microsoft's desktop operating system. In Windows 10, the feature is incredibly easy to use: You simply click or tap the task-switching icon next to the Cortana search box in the taskbar.

10. XBOX APP

When your boss isn't looking, if you enjoy a quick gaming experience during lunch, you'll love the integration with Xbox that comes in Windows 10. Not only does the Windows 10 Xbox app let you keep track of your friends and achievements, you'll also be able to stream games from the console to the PC and play multiplayer games from your PC against other players on Xbox. In case your boss is looking over your shoulder, reading this, I didn't mention this bit, ok? If anyone asks, I wasn't here. **MM**



business opportunities

OppsFinder

startupbusinessuk.net

READER ENQUIRY NUMBER	COMPANY	INVESTMENT LEVEL
BUSINESS & PROFESSIONAL SERVICES		
6162	Bob Welfare Ltd	from £2,500
6182	Brimardon	£2,950
6276	BrokerPlan	£4,495
6236	CLR Consultancy	£5,000 +
6345	Copy this idea	
6352	iPas2	
6321	The Energy Link	
6229	Magnum IQ	\$199
6363	Nationwide Coins	
6353	Open Genius	
6188	Passport2Wealth4U	Free to join
6330	Polaris	
6351	Pollixa	
6225	Secure Health	None
6216	Spotlight Marketing	AOR
6217	The Vending Revolution Ltd	From £2,900
6163	The Work Smart Club	
6353	ThinkBuzan	
6192	Wade World Trade	AOR
6356	YourProfitableOnlineBusiness	
CHILDREN		
6327	Ambassador - Origin Unite	AOR
6140	Barefoot Books	
6298	Captain Tortue	
6308	Jumicar	AOR
6210	The Keepsake Co	From £395
6303	Truly Madly Baby	
6080	Usborne Books at Home	£38
CLEANING		
6128	Enjo Ltd	
6144	Hallmark Cleaning	£397
6222	Ionic Systems	
6181	Ovenmaster	£2,395
6110	The Kirby Company	
6135	VK Direct Ltd	AOR
COMMERCIAL AND INDUSTRIAL		
6320	Electrolux Professional Laundry Systems	£15,000
6332	Gold Solutions	
COMMUNICATIONS		
6105	ACN Europe	
6158	comF5	\$100
6310	Utility Warehouse	£100
6326	Unite Empower	
DROPSHIPPING		
6243	ATS Distribution	
6160	dropshipper.co.uk	From £99.99

FOR MORE INFORMATION ON ANY OF THE COMPANIES LISTED IN THIS SECTION VISIT WWW.STARTUPBUSINESSUK.NET AND CLICK ON 'LOOKING FOR A BUSINESS OPPORTUNITY'. THEN SELECT THE CATEGORY(IES) YOU ARE INTERESTED IN AND FIND THE COMPANIES YOU WISH TO KNOW MORE ABOUT.

Small Investment Big Return

IF YOU NEED ADDITIONAL INCOME BUT HAVE LIMITED CAPITAL TO INVEST, **MAKING MONEY'S** OPPORTUNITY FINDER WILL POINT YOU IN THE RIGHT DIRECTION

BUSINESS TYPE	DSA MEMBER F = FULL P = PROSPECTIVE
Computer based, currency trading	
Commercial & Business Finance Brokerage	
Your own training and/or consultancy business	
Connecting people and changing lives.	
A business you can build a career on.	
A proven cash business funding available	
Generate huge profits by doing good!	P
Children's road safety	F
Creative business courses inc. support	
Start a business that grows with your family	F
A home-based business established for 13 years.	F
Lost cost oven cleaning business opportunity.	F
Profitable business from Electrolux	
Online videomarketing	F
Utility Warehouse, network marketing opportunity	

Many would-be entrepreneurs are deterred from starting their own businesses by a lack of capital but the Direct Sales industry offers an attractive package of low start-up costs and ongoing training designed to kick-start your new business and generate additional income at an early stage of development.

Making Money's Opportunity Finder is a user-friendly guide to the diverse range of opportunities in the Direct Sales industry and provides up-to-date contact information as well as sound advice from the Direct Selling Association.

Through these pages you will be able to find a product range you feel comfortable with and a company that offers you the opportunity you are looking for. It could change your life for ever.

HOW TO USE OPPORTUNITY FINDER

Details of companies operating in the UK are listed by product group – Health, Beauty, Household, Communications and Miscellaneous. Some companies will appear more than once in the listings as they offer opportunities across several products ranges.

You can obtain further information on any of these companies by either:

- Visiting the company's listed website.
- Completing the pre-paid reader enquiry card in this issue of Making Money, quoting the appropriate reference number

NETWORK MARKETING

Network Marketing adheres to Paul Getty's famous philosophy that it is better to earn a small amount of money from a large number of people than to earn a lot of money from a small number of people. Network Marketing has grown in the UK by over 40 per cent in the last 5 years.

“MM's Opportunity Finder is a user-friendly guide to the diverse range of opportunities in the Direct Sales industry”

Offering low investment and ongoing training, network marketing is a people business where networkers build teams of like-minded entrepreneurs – who in turn build their own teams. Income is earned from every member of each individual's team and that income usually remains in place while the team is active.

As most of the products and services are consumable by nature, there is an opportunity to build a strong and loyal customer base, thereby creating rapidly increasing earnings and, as most opportunities can be started part time – in tandem with a full time job – it offers a realistic and low-risk entry into the world of business.

DIRECT SELLING

Whilst many companies use both network marketing and direct sales to promote their goods and services, some rely solely on the direct sales approach. Organisations such as Avon Cosmetics and Eastern Energy prefer the direct sales approach where their products are uniquely sold on a person-to-person basis.

A further element of direct sales – referral marketing – relies on individuals recommending products to their friends as a means of sales promotion.

PARTY PLAN

With its UK origins somewhere back in the early 1960s, party plan continues to provide an effective sales platform for many companies. Party plan succeeds through a 'hostess' inviting a group of friends and acquaintances into her home for an informal evening where a party plan representative presents a range of products that can be purchased or ordered during the evening. The incentive for the 'hostess' is usually a free gift from the product range and the party plan representative will use the occasion to motivate guests to host further parties themselves, thereby maintaining the party plan momentum.

Party plan selling is ideal for products where a lot of information needs to be communicated to potential customers. **MM**

ABBREVIATIONS

slm = single level market	drs = drop shipping
ptp = person to person	bo = business opportunity
mlm = multi level marketing	srv = services
pp = party plan	

business opportunities

“They all laughed when I said I was buying houses for one Pound . . . well, they’re not laughing now!”

Learn how a 64 yr old cleaner with no qualifications earned £32,400 in just one year, *Part-time*, buying 9 houses, (4) of which were bought for £1 each.



Freddie Rayner

Frightening care home costs for my In laws forced me to look urgently for a bigger income. Starting off at age 64 in July 2012 and finishing in July 2013, having earned £32,400 with £22,000 of the *residual income* over the next 10 years (£220,000)!

All from 9 houses bought in just one year! Now I’ve written a book outlining exactly how I did it, so you can do it too.

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A MONTH

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READER ENQUIRY NUMBER	COMPANY	INVESTMENT LEVEL
FOOD & CATERING		
6293	Best in Glass	
6053	Pampered Chef - UK Ltd (The)	£90
6291	Evolution	£0 - £20,000
6329	Healthy Coffee	
HEALTH & BEAUTY		
6001	Amway Europe Ltd	From £26.50
6296	Aquasource	
6286	Arbonne	
6270	Arriba Health	£85
6031	Avon Cosmetics Ltd	Free to join
6231	Bulk SMS Services	
6003	Cambridge Weight Plan	
6297	Ellapure	
6120	Energetix	£30
6269	FM Cosmetics & Fragrances	Free to join
6004	Forever Living Products UK Ltd	free to register
6299	GNLD International	
6292	Helen E Cosmetics	
6006	Herbalife Europe Ltd	From £62
6219	Innerlight	£162
6165	IsXperia	Free
6300	Jo Magdalena	
6010	Life Plus Europe Ltd	Free to join
6122	Lifestyles UK & Eire	
6014	Mannatech Ltd	From £20
6037	Mary Kay Cosmetics (UK) Ltd	£85
6258	Merlin Health	free to join
6126	Miglio Company	From £95
6275	Mona Vie	
6347	Morinda	
6040	Natures Sunshine	
6018	Neways International (UK) Ltd	free or £15
6019	Nikken UK Ltd	£43
6350	NHT Global	
6015	NSA Ltd	
6187	NSP Distribution Ltd	AOR
6020	NU SKIN UK LTD	aor
6042	Nutri-Metics International (UK) Ltd	From £45
6301	NYR Organic	
6022	Oriflame UK Ltd	£15
6072	Partylite UK Ltd	£250
6305	Peggy and Minnie	
6023	Pro-Ma Systems (UK)	Free to join
6280	Proto-col in business ltd	£50 inc Vat
6024	Reliv UK Ltd	£34
6306	SheerSense	
6288	Silpada	
6333	Soft Paris	
6307	Stemtech	
6025	Sunrider Europe Inc	AOR
6302	Tahitian Noni	
6268	Tiens	
6029	TuttoLuxo	£30
6026	Usana Health Sciences	
6027	Virgin Vie at Home	£120
6324	ViSalus	
6232	Xocai	
6289	Young Living	

BUSINESS
TYPEDSA MEMBER
F = FULL
P = PROSPECTIVE

	P
	F
Territory dealerships OTE £100,000 PA +	
	F
	F
	P
Best Industry for the next 20 yrs	F
	F
	F
FM offers people a great low-risk business	F
Forever the Aloe Vera Company	F
	P
Global nutrition and direct selling company	F
IsXperia product focused people driven	F
	F
	P
Leading business opportunity	F
	F
Earn additional income with Merlin Living	
Run your own jewellery business with Miglio	P
	F
"Safe, effective health & beauty"	F
	F
	F
	F
	P
	F
	F
	F
	F
	P
	P
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	P
	P
	P

Realise your
ambitionsTHIS IS THE BUSINESS YOU'VE BEEN LOOKING
FOR, BUT DIDN'T KNOW EXISTED, **BOB** SAYS

You can join an elite group of specialist people, making a remarkable income working from home part or full-time.

WHAT IS A FORENSIC ANALYST?

Being a forensic analyst is a highly lucrative occupation that few people know about. He or she works directly from a computer, forensically analysing the largest business on Earth, making quick transactions and great profits in the process.

If you're happy working short hours from home with a computer, becoming a forensic analyst is a great way to make an outstanding income. It pays to be a specialist in this day and age.

**FROM WAGE SLAVE TO
SUCCESSFUL BUSINESS OWNER**

This is what Bob does the best. It's all down to Bob's unique 'job killer' methodology - taking ordinary people from JOB (just over broke) status or people who are already running a business, but not happy with it, to making a great living as a forensic analyst.

**THIS IS WHERE BOB'S UNIQUE
XRTCS METHODOLOGY COMES IN**

Bob's skill in taking a novice in business to successfully making money is outstanding and the reason he enjoys such a high success rate with his trainees. Bob has developed a unique methodology called Xrtcs, which enables him to give a money-back guarantee with his business.

**ANYTHING FROM £60K
TO 100K-PLUS PER YEAR**

Just a few hours per day, then switch your computer off and have a life. Being happy with your business is not just about making a great income, it's about how you feel on a day-to-day basis. And not spending long hours exhausting yourself.

Plenty of time to yourself, as well as an excellent income - that's what a business should give you. Unfortunately, most businesses demand long hours for years to come. Not this one. Being a forensic analyst only requires a few hours a day.



"I train people to succeed with a proven formula for success and one-to-one training"

**FREE DVD SHOWS THE
WHOLE THING IN ACTION**

Bob has produced a free DVD called £60K to £100K-plus per year in the ultimate cash flow business.

The free DVD provides details of this business in action and some of Bob's trainees, who have gone on to enjoy their own highly profitable forensic analyst business.

REAL PEOPLE DOING WELL

Bob says: "You'll see Paul on the free DVD, who was the first person I trained who made over £100,000 per year."

Many other individuals who Bob has trained over the years are just ordinary people who had a dream to make a successful business for themselves, but figured out they needed one-to-one help and close support to get there. The fact is, we all need help realising our ambitions. That help is the difference between success and failure.

He adds: "I don't train people, then leave them to it like many other companies do. Email support is simply not good enough. You need a human being to work closely with. I train people to succeed with a proven formula for success and one-to-one training is the only way to guarantee success."

**WATCH THIS DVD BEFORE CONSIDERING
ANY OTHER BUSINESS**

It will change the way you think about making money and running a business. You'll see details of Bob's 'cash cow' method, a quick way to make money. You'll also see methods that will change forever the way you make money. It's an eye-opener for any business person or new start-up. **MM**

FOR MORE INFORMATION

■ Because of Bob's insistence on only working with a handful of people per year so he can give the kind of close one-to-one support he insists on giving, the availability of his training course is limited. So call today to avoid disappointment. Call **07904 030309** for your free DVD

FREE INFO NO: 6162

business opportunities

Become a Forensic Analyst

Proven "Job Killer"

"The Science of Making Money" in the biggest business on Earth.

Proven "Job Killer" business "Oozes" Cash.

- £60,000 to £100,000 + plus per year.
- Instant cash payments.
- No Customers - No Competition - No selling.
- Work from home. Part or full time.
- Unique Xrtes technology included.

Forget about Internet courses. Forget about weekend seminars. "One to One" personal training and Bob's unique Xrtes technology - is the only way to guaranteed success. **Great News.**

Paul exceeds £100k per year

See how one of Bob's trainees, broke the £100k per year target.

This is **THE** business you've been looking for - but didn't know it exists!

Just you and a computer. And Bob's amazing "Job Killer" method, inclusive of the unique Xrtes technology. All from the comfort of your own home. Part or full time.

Have a life - and an amazing business.

Work short hours. Make your money - then switch the computer off and "have a life". That's what the forensic analysis business is all about. Bob shows you the unique "Job Killer" method, applied a couple of hours a day.

Bob's outstanding success record in training people revolves around the unique Xrtes technology he uses. It's unique to Bob and cannot be found anywhere else in the world. It's the reason Bob offers such a superb money back guarantee with his business.

Bob doesn't hide behind web sites. You will not find this on the Internet. If you're looking for a real person "one to one" - to lead you to success - not a web site. Then call Bob today. Personal "one to one" training is the ultimate way to success. *Don't risk your future on anything less.*

Limited opportunities available Because of the nature of Bob's unique Xrtes technology. Places are very limited. So call today to avoid disappointment.

If you want the financial security that comes from being your own boss. Working in a recession free business. Then you simply have to take a look at the Free DVD. It will totally change the way you look at making money.

You will not find this on the Internet. Strictly available from Bob via the free DVD information pack.

Call: Rapid Despatch hot line **07904 030309** for your free DVD

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READER ENQUIRY NUMBER	COMPANY	INVESTMENT LEVEL
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HIGH STREET RETAIL

6285	Inside Out	
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HEMOCARE & PROPERTY MAINTENANCE

6049	Betterware plc	Free to join
6007	Kleeneze Limited	From £0 to £185
6309	Kwik Kerb	£48,356
6344	Lawnrite	£5,000
6328	Momentis	
6081	Vorwerk (UK)	Free to join
6362	Warranty People	

LETTINGS & PROPERTY

6131	Buy As You View Holdings	AOR
6351	Longshore	

MOTORING SERVICES

6138	Ayce Systems	from £1,095
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PETCARE

6357	Dalespet	
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PRINT & PROMOTIONAL SERVICES

6295	Able Labels	
6360	The Book People	
6063	Creative Memories	
6277	Cut Out Your Coupons	£3,500+vat
6331	Index Books	

SERVICES

6154	1virtual.com	From £8,500
6176	ASC Financial	minimum £25000
6180	HM Marketing	
6148	The Internet Business School	
6148	Logicworks	AOR
6220	MLM Messaging	
6234	Mr Site	
6198	National Business Register	n/a
6149	Xpress	n/a

TRAVEL & LEISURE

6263	Happi Group	Free to join
6287	Pinnacle Global Investments	£395
6359	ProTravel Plus	
6079	Traidcraft plc	£38
6290	World Ventures	

FREE INFO NO: 6162

FREE INFO NO: 6360

**BUSINESS
TYPE**
DSA MEMBER
F = FULL
P = PROSPECTIVE

Work for yourself with an 80+year old British PLC

Continuous concrete coloured edging

The framework for your own successful lawncare business

F

F

SMART Repair Business opportunity.

P

F

We arrange Business Finance for Business People

Earn from home the simple way.

Home based travel consultancy

Better together

LYNDA MILLS, DIRECTOR GENERAL OF THE DIRECT SELLING ASSOCIATION, EXPLAINS THE BENEFITS OF WORKING PARTNERSHIPS IN DIRECT SELLING



Last year we held the first ever Stars of Direct Selling Awards to celebrate the top achievers of the direct selling industry.

One of the categories was the Partnership Award, which recognised the many people who have found direct selling success by working with family, friends or partners. All our finalists in the category showed that working together can make for great success.

MOTHER AND SON

Joyce and Ohilebo Edeki are a mother and son team who are both direct sellers for Mary Kay cosmetics. Joyce started direct selling in 2011 and quickly became very successful. Her son then decided to

join the company when he turned 18 while he was studying.

Garry and Charlotte Richards are both direct sellers for Herbalife and created the Quickstart Wellness Centre in Essex, which has turned out to be a successful move. This consists of hosting weekly team training, customer challenges and product sampling together as a couple.

The three generations of the Brinner family were the winners of the Partnership Award. Victoria Brinner, 28, Sally Brinner, 53, and Brenda Wills, 83, are all direct sellers for Amway.

Brenda started direct selling in the 1980s and was joined by her daughter Sally, who wanted to earn money during her time at college. Sally's daughter Victoria has now become the third generation of Amway direct sellers in the family.



FOCUS ON STRENGTHS

Many direct selling partnerships work so well because each individual can focus on their strengths and learn from the other members of the team. We often see friends or family members getting involved in direct selling when they see the many benefits it brings.

Direct selling allows you to pick and choose the hours you work, making it a flexible way to run your own small business. **MM**

FOR MORE INFORMATION

■ To find out more visit www.dsa.org.uk.

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your
business
in the
dark...**



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business opportunities

Eye opening experience

ELIZABETH SHANNON HAS BEEN A DEMONSTRATOR FOR INTERNATIONAL CRAFT COMPANY STAMPIN' UP! UK SINCE 2009

Direct selling is a good way to earn an extra income. However, delve a little deeper and you'll find the industry appeals to a wider audience. According to the Direct Selling Association, 68,000 direct sellers work full-time hours, up 20,000 since 2011.

Elizabeth Shannon was introduced to direct selling when she joined international craft company Stampin' Up! UK as a demonstrator in 2009. At the time, she was working as a market analyst in the telecoms industry. In November 2014, after 26 years working for BT, she decided to embark on a new adventure and pursue her passion for craft as a full-time career.

CONNECTION

Elizabeth says: "I was introduced to direct selling by my sister-in-law, who was a demonstrator with Stampin' Up! UK. I fell in love with the craft products straight away and my connection to direct selling evolved from there.

"For me, working with people is one of the best things about being a direct seller specialising in craft. I had this preconception that I was going to teach people how to use stamps and punches, but there is so much more to it than that.

"Crafting is very therapeutic and there are members of my class who have used it to overcome personal challenges in their lives, such as a family bereavement. I never knew it could impact people's lives in that way, so being a direct seller has been an eye opening experience for me. I've discovered I love teaching craft classes, but it's the social interaction I value first and foremost."

No two days are the same for Elizabeth. "This is partly because my craft classes are so diverse," she explains. "My youngest class attendee is in their twenties and my eldest member is in their nineties. The best thing of all is that a shared love of craft means everyone mixes, irrespective of age or background. I currently run five classes of eight per month in my newly converted teaching studio at home.

"Leaving my old job of 26 years was a daunting experience. I knew I still had to pay the bills, but it has been the best decision I've ever made. When I made the move, I had already been running craft classes on a part-time basis for five years, so I had developed the confidence to believe I could do it full-time. If you were going out and starting a business from scratch with no customers and no understanding of what the challenges and opportunities were, I think it would be a much tougher thing to do."

Elizabeth says her husband has been supportive of her decision to build her own business, adding: "He sees how happy it makes me and if you have the opportunity to do a job that makes you happy, that enthusiasm will always shine through. I'm not a natural salesperson, but having a passion for



something can be contagious and makes the job that bit easier."

EXPANSION

She's aiming to increase her craft classes to 10 per month within the next two years. "I am confident I can reach this target, especially as I have recently revamped my craft studio at home, which is the bedrock of my direct selling work," Elizabeth says.

"The great thing about direct selling is the flexibility it offers as a business model, so what you get out of it depends on how much you want to put in.

"Being a firm believer that a day without learning is a day wasted, I'm always looking for new and



exciting ways to advance my business. For the last two years I have presented video tutorials once a week - there are over 100 on my blog now and that was something I didn't know anything about when I first started.

"The dynamics are changing all the time and that's what makes being a direct seller so exciting."

MM

FOR MORE INFORMATION

■ Visit www.stampinup.co.uk

FREE INFO NO: 6354

business opportunities



Building your business

MIKE CLEARY OFFERS SOME SIMPLE STRATEGIES FOR START-UPS

Marketing is not to be confused with selling and your activities in this area should have a sustained and dedicated plan of action to ensure success.

Keep to the basics and don't get caught up in extravagant plans you can't afford to maintain. For solid marketing advice and implementation, avoid the organisations that promote themselves as marketing consultants, but are in fact only experienced in graphic design, printing or website development. You can easily find out which is which by asking companies for details of previous front line marketing management experience.

Note that working for an advertising agency doesn't count as much as having direct brand management responsibility. Equally, you need someone who has more experience than just organising social media campaigns and internet promotions.

BE CONSISTENT

Start building your brand by developing a consistent and thoughtful product offer, image and message of what you want to be recognised as. In your business plan you will have identified what your route to market is and the culture you wish to generate around your organisation.

Go for clear and simple messages to which your target audience can relate. Focus on your targeted customers until you know the best ways of communicating with them based on sales and profit results, but keep your target market data up to date and relevant.

Continually promote your business in different ways. Many people switch off email and social media because of their irrelevance and abuse, so broaden your thinking. Use PR, advertising and other methods to communicate the benefits of buying more and rewards for referring new customers to you. Most people realise they are paying for added value and will still shop around for the best deals, so be creative.

Whatever tools you select, remember you have to recover the cost on the bottom line, which will increase the price of your products and/or services. The most common and effective promotions are added value offers, discounts and cashback deals. However, ensure rotation is well planned, so customers don't continually buy only when there are offers at the promotion price.

COLLATERAL MATERIAL

Sales aids and similar materials may be required to support your advertising. We all receive straight-in-the-bin literature that's either mailed or given out at exhibitions, so develop yours wisely and keep customer needs in mind.

You may be able to find inspiration in what other companies are producing. While a useful smartphone app or pocketable foldaway carrier bag isn't in itself going to convert any business, they can act as reminders of your existence.

A major customer irritation is being told by lazy staff that all the information they need is on the company's website and that's where they should look. It costs time and money for the customer to do this, if they can be bothered. Instead, offer to send the information within 24 hours, taking the customer's email address or phone number, so you can follow up the enquiry.

Whatever literature you produce, ensure it's complete and multifunctional. Imagine it being left



"Go for clear and simple messages to which your target audience can relate"



Let customers know you appreciate them

on a train seat. Would it entice someone to pick it up? Is it designed well enough to encourage someone to read the message and are there several calls to action included?

For both print and design, write out your brief and shop around. It's not difficult and you can save a lot of money by doing this, but don't make your selection based purely on price. When you have design undertaken, ensure the title to all digital artwork and images is passed to your company and not retained by the service organisation you use. This needs to be negotiated before you engage the business and should form part of a legal agreement.

Unless you are competent and have the time or experienced staff, even with the quality of software and printers available today, you would be better to outsource this work externally in the early days of your start-up.

CUSTOMER FOCUSED

If you already have potential customers showing an interest in your product or service or you have a database of clients who've bought from you in the past, analyse their needs.

We often have a profile of what type of customer we want to attract. That's good, but don't forget who you may already have on your books. Often the actual profile will vary from the best plans and you should take every advantage of understanding why.

By being analytical with what you have, you can go for more of the same or even avoid them if not profitable. Also, by understanding your existing audience, you can identify additional opportunities for other products and services. That route can be a lot less expensive than finding new customers from scratch.

Once you have customers, look after them. Whether for additional direct business, cross merchandising opportunities or referrals, they should be regularly communicated with. Excellent service and value-for-money products can maintain customer interest in you, but it's always wise to let them know you appreciate them. This recognition can take many forms, ranging from a simple letter of thanks to an occasional surprise offer. You would be surprised what an unexpected bunch of flowers or box of chocolates can do.

Even a simple follow-up phone call saying thanks and asking if there is anything you can do to assist them further helps build a long-term relationship. Customers mention this kind of activity to others, who may also be interested in your business. For you it needn't cost a lot, but it certainly has a high value. **MM**

■ **Michael D Cleary assists clients to improve sales performance through effective marketing initiatives. MDC works with domestic and international organisations across a broad spectrum of industries. Marketing audits and mentoring have been core specialities since 1993.**

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■ **Email: info@cmseu.com**

movers and shakers

Springboard for start-ups

MATT GUBBA IS THE FOUNDER OF BIZBRITAIN, WHICH PROVIDES RESOURCES FOR YOUNG ENTREPRENEURS

WHAT WAS YOUR FIRST BIG OPPORTUNITY?

I could name a few that have had a significant impact on me, though one that stands out from the early days of BizBritain was when we were appointed as a national delivery partner for the government's Start Up Loans Scheme.

For us that was a game changer and it has since allowed us to fund hundreds of new start-ups to a value of several million pounds. But if I was to go right back to childhood, being asked to feature in an episode of Blue Peter seemed pretty big at the time.

WHAT'S THE SECRET OF YOUR SUCCESS?

One thing I always tell people who ask me this question is that creating a quality network is hugely important. Knowing how to network well and leverage your connections will have a massive impact on how successful you are. When you combine that knowledge with a great business idea, you're going to be off to a good start.

I've always had a bit of a knack for seeking out and connecting with the right people and it's definitely served me well in business and in life.

WHAT HAS BEEN YOUR BEST MOMENT IN BUSINESS?

At BizBritain, we are lucky enough to be in the position of financially helping people to start their own businesses, which has quite often been their dream for some time. It's always great when we get applicants coming back to tell us their success stories, especially when the funding and support they've received has had a transformational impact on their lives.

AND YOUR WORST?

I always say being an entrepreneur is like riding a roller coaster. You're always going to get highs and lows along the way and sometimes they can be pretty scary.

One particular low was when a major customer decided to significantly extend their payment terms, which as a result left us facing a rather large cash flow gap and lots of overheads still to cover. Thankfully, we were able to pull the cash together to plug the hole.

WHICH BUSINESS PERSON DO YOU MOST ADMIRE?

I've always been inspired by people who started with absolutely nothing and go on to make huge amounts of money. One person who I particularly admire is Stephen Fear, founder of Fear Group and entrepreneur in residence at The British Library. He's also known as the Phone Box Millionaire.

I first met Stephen when I interviewed him for an article on the BizBritain website a few years ago and I was blown away by his story. He started his first business at 14 from a telephone box at the



Matt Gubba: "If you're starting on a budget, keep it niche"

end of his road while living in a one-bed council flat with his dad. He now owns a vast group of companies with a net worth in the hundreds of millions.

WHAT ARE THE CHARACTERISTICS OF A GOOD BUSINESS OPPORTUNITY?

There are a number of boxes you should be looking to tick that will greatly increase your chances of success.

Firstly, is the opportunity happening in a high growth market? It's usually much easier to make money in growing markets than it is in old, established ones. Secondly, make sure the opportunity is servicing a specific niche area. It's incredibly difficult to get a mass market business off the ground, even with a serious amount of cash behind you. If you're starting on a budget, keep it niche.

Finally, make sure the opportunity is something that excites you and ideally something you care about. You'll be spending a lot of time on it if it takes off and it's much easier to do that if it's something you are passionate about.

WHAT'S THE MOST IMPORTANT LESSON YOU'VE LEARNT IN YOUR BUSINESS CAREER?

It's difficult to pick out the single most important lesson that stands out above all others, as in reality there were a number of hard lessons along the way.

Having said that, I would suggest anyone starting a business needs to learn how to persevere. There will be days when you feel completely drained and times when you question your choice to even start a business. But this is normal. You'll need to learn to push through those times and persevere in the face of a multitude of challenges if you want to succeed.

WHAT'S YOUR BEST PIECE OF ADVICE FOR A BUDDING ENTREPRENEUR?

Start right now. Don't put it off until tomorrow. Procrastination is your worst enemy and getting over that first mental hurdle of actually starting in the first place is one of the hardest bits, especially if you are already settled in a career.

There will always be an excuse as to why the time isn't right or why you're not ready yet. Forget about the excuses and just get on with it. **MM**



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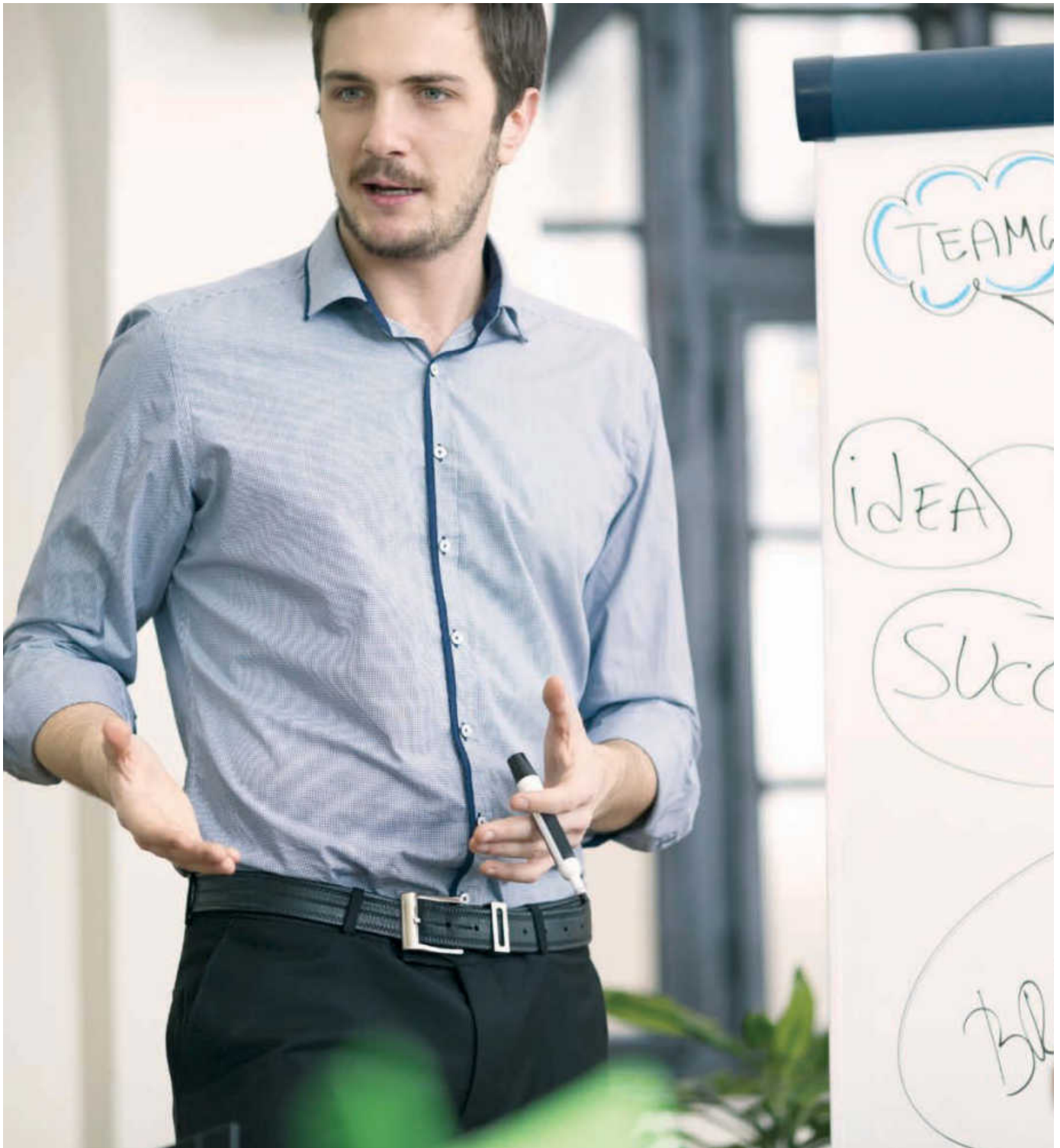
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business opportunities

Leadership skills

TO BE SUCCESSFUL, YOU NEED TO MAKE EVERYONE
IN YOUR BUSINESS FEEL GOOD ABOUT WHAT
THEY'RE DOING, **CHRIS DAY** SAYS



Being a business leader these days requires a lot more than just 'horse sense'. When your success depends on other people, it's not enough just to crack the whip - it takes much more.

They say you can take a horse to water, but you cannot make him drink. However, those in the know realise that if you put a little salt in the oats, you can make him thirsty. To put it another way, the only way we can make other people do things is if they want to do them. How are you salting the oats of your team?

WISDOM

These days, the only time most people see a horse is on a Saturday afternoon on Channel 4, which is a shame because these amazing animals can teach us far more than we might imagine.

Dr Allan J Hamilton, medical consultant to ABC drama Grey's Anatomy and author of the book Zen Mind, Zen Horse, believes in tapping the wisdom of horses as natural mindfulness teachers.

He says: "I call horses 'divine mirrors'. They reflect back the emotions you put in. If you put in love and respect and kindness and curiosity, the horse will return that."

How is your team reflecting your attitude towards them?

Tony McCoy, the Northern Irish former horse racing jockey and BBC Sports Personality of the Year in 2010, who knows more about horses than most, says: "Horses are like people - they have different personalities. They can be nice, friendly and hardworking or awkward, difficult and lazy. If horses were people, some would be on the dole and others would be entrepreneurs."

It's not surprising then that author and business coach Julia Felton describes herself as the 'herd leader' of Business HorsePower. She believes we can learn so much from horses that every business should have one on its payroll.

Since leaving the high flying world of Andersen and Deloitte, where she was responsible for developing an idea on a piece of paper and then creating and building a million pound business unit, she has formed her own business coaching company, which uses her own herd of horses to give managers hands-on experience in understanding the skills of good communication.

According to Julia: "I realised my herd of horses live in a state of harmony. They act as a single unit and there is collaboration and shared leadership. A wild horse simply cannot afford to live alone, it is simply too dangerous and so the herd band together with a shared purpose of survival. To act in silo groups would be detrimental to the overall success of the herd and yet, in the corporate world, that is what I witness in business day in, day out."

POTENTIAL

At the heart of her new book, called The Alchemy of Change, Julia believes that, as in nature, everything in a business is 'joined up'. Using



"We can learn so much from horses that every business should have one on its payroll"

an impressive array of tools, strategies and processes, Julia helps the reader to unleash their powerful potential and grab the reins of their business by inspiring each individual to focus on their unique natural strengths and their role in the organisation.

How are you grabbing the reins in your business? What sort of leader are you? Are they cheering you on from the grandstand or following your career with a bucket and shovel?

The most profound piece of wisdom I learnt about managing and growing a business is that you cannot do it by yourself. You will be recognised - and rewarded - not by what you do, but by what you cause to happen. You can only cause things to happen by training, encouraging, motivating and inspiring others to achieve their full potential. It is only when your herd are sharing a common purpose and working as one to achieve it that amazing things can happen.

It's often the case that the larger an organisation becomes, the more remote from that feeling of common purpose an individual can feel, yet that need not be the case. Some organisations get this right, but many don't and it is always down to the vision and qualities of the leader.

In another life, I once joined the sales force of Encyclopaedia Britannica as a humble representative. I was based in Glasgow, hundreds of miles away from the company's head office. To me, the managing director, Joe D Adams, was at that time a remote figurehead.

Having completed my training, I was released onto an unsuspecting public with my sales kit and sample volume. I would like to think I knew what I was doing, but the reality was that I didn't.

I made an appointment with a family who had responded to an advert and went to see them. I was rubbish. However, despite all my attempts to stop them buying, they became customers. I couldn't believe it. However, what happened next was even more incredible.

PERSONAL

Two days later a parcel arrived at my house containing a bottle of champagne and a personal, handwritten card from the managing director congratulating me on my first sale. I was amazed he had even heard of me.

It was the leadership of the managing director, who had made it his business to know about each ice breaker, so that he could use the opportunity to recognise that achievement. The culture he created was one where recognition was the norm, not the exception and all of us felt appreciated for the contribution we made. As a result, we all wanted to do more.

No matter how big or small your own herd might be, the secret of true leadership is in making everyone feel good about what they are doing. A pat on the head and a sugar lump go a long way to keeping a happy paddock. **MM**

■ Chris Day has spent a lifetime as a communicator. Originally an actor and theatre director, he has appeared on television, in films, on radio and on stage. He is currently the CEO of Filament Publishing, a boutique publishing house specialising in training, self help and personal development titles. He is the author of the book *Turning your Knowledge into Income*.

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business opportunities

Creating happiness

SOFT PARIS PROVIDES A CAREER OPPORTUNITY THAT OFFERS BOTH PERSONAL AND PROFESSIONAL DEVELOPMENT



Soft Paris, the direct seller of lingerie, cosmetics and accessories, has been modernising the concept and image of home sales parties for the past nine years, bringing its French touch to the UK market in 2013.

With an ever growing demand from clients in the UK, the demand for advisers is getting greater and greater.

EMPOWERED

Anne-Charlotte Desruelle founded Soft Paris in 2006 with one mission - to create happiness - and ever since the company has empowered women to become more confident in the bedroom.

Soft parties transform lives by providing self-confidence and romance, ensuring pleasure not only for women, but also for couples. These intimate events, in six different themes, help women learn more about themselves and their desires; increase their own and their partner's fulfillment; become empowered; and feel more feminine and confident.

Soft Paris also empowers women financially, by providing a means of economic independence for its advisers.

Being an independent Soft Paris adviser is a career opportunity that offers both personal

and professional development. The adviser has complete flexibility and management of personal schedules and workload, plus there is no obligation to climb the corporate ladder.

Claire C, a Soft Paris adviser from Basingstoke, says: "I'm 48 years old and married with four children aged 5-18. I joined Soft Paris just over a year ago, moving from another direct sales company where I had been for 6 years.

"There are various reasons why I love being with Soft Paris, including the freedom of working for myself, which allows me to work around my family, the feeling of personal achievement, the increase in my own confidence, the extra income and the products."

Anne-Charlotte says: "Some advisers are full-time and make their entire living from party sales, but many are part-time, as they aim to make extra income. All adapt their Soft Paris work life around their personal priorities, managing their schedules to suit school, children or other commitments."

Advisers are of all ages and social backgrounds. But whether they are students, housewives, accountants or even retired, they all have one thing in common - not feeling like they are going to work when they lead a party.

"Their passion is often fuelled by the knowledge that they provide a great service that helps people

in their most intimate everyday life," Anne-Charlotte adds.

GROWING

Direct Selling is the UK's largest provider of part-time earnings. It's a growing sector of the UK home shopping market, with annual sales exceeding £2 billion. Soft Paris currently has more than 2,000 advisers in Europe.

The company provides training and support tailored to advisers' needs throughout their career with the company. From training introducing the brand and assistance with sales techniques to personalised coaching and management conferences, Soft Paris supports its advisers and leaders at each stage of their business.

For those who wish to increase their income, Soft parties offer a career opportunity, especially when becoming a leader and acquiring managerial skills and discovering how to motivate and manage a team. Commissions become significant when teams grow to have 10 or more advisers within them. **MM**

FOR MORE INFORMATION

■ Visit www.softparis.co.uk

FREE INFO NO: 6333

business opportunities

Fast paced

COULD 2016 BE THE YEAR YOU ENTER THE WONDERFUL WORLD OF TRAVEL?



There's no other industry that's as fast paced and dynamic as the travel business and making a career in the sector can be both profitable and rewarding.

The Travel Trust Association has been helping travel entrepreneurs for more than 20 years and today attracts more new entrants than any other travel association.

EXPERTISE

With over 450 members, the TTA helps travel entrepreneurs set up and grow their travel businesses by providing a licence to trade and the tools to grow a successful business.

With its leading position in the industry, it's eager to share its passion, expertise, skills and knowledge with its members and prospective members.

The company was formed in 1993 to help travel businesses looking for an alternative to the regular bonding arrangements. Today it offers membership options that suit new and existing independent travel businesses for minimal costs.

One of the main reasons the TTA attracts more members than any other association is because it is the only travel network in the UK to guarantee 100

per cent financial protection to consumers, ensuring total consumer confidence.

All money is secured in a members' own individual trust account and guaranteed by the Travel Trust Association, which means TTA agents can provide unrivalled financial protection to their customers. Being a member of the TTA also gives tour operators and travel agents full compliance within the industry's travel regulations and the 'tools to book' without the need for any financial bonds, security or net assets.

Other major benefits include merchant payment facilities and ATOL solutions.

The TTA is part of The Travel Network Group - Europe's largest independent travel network.

The group has a background that dates back nearly 40 years and today its 850-strong membership ranges from family run high street retail travel agencies and homeworkers to multi-million turnover ecommerce travel businesses, demonstrating it has a portfolio of membership options to suit all travel enterprises.

DEALS

Being part of The Travel Network Group as a TTA member gives you access to expert marketing

support, access to the best commercial deals available with more than 200 of the world's most recognised and respected travel brands and comprehensive IT and systems support.

Harry Hastings of Ocean Holidays, a TTA member, says: "TTA helped me with my business by providing all the licences to trade, as well as access to all GDS software and merchant facilities - all of which got me started in the industry."

"One of the major benefits of being a TTA member is the fact I can offer my customers 100 per cent financial protection."

Membership costs start from £1,890 (plus VAT) per year. **MM**

FOR MORE INFORMATION

■ Visit www.traveltrust.co.uk

FREE INFO NO: 6364

HOW TO...

Start Your Business

In this regular new feature we offer some stimulating food for thought for those taking their first tentative steps on the road to becoming their own boss



start your business

How to start a business with minimal investment

THERE ARE ALWAYS OPPORTUNITIES TO BE HAD IF YOU HAVE AN OPEN MIND AND ARE PREPARED TO REINVENT YOURSELF



For many people, the phrase “too much month at the end of the money” is all too true. There are more people chasing work than there are jobs to go round, and those that are available are often low paid. For those at a career crossroads, or who have been made redundant, the option of setting up in business or investing in a franchise might not be possible because the capital needed to get started just isn’t available. So where can you turn?

No matter how bad the circumstances, there are always opportunities to be had if you have an open mind and are prepared to reinvent yourself. You may well find yourself going down an exciting new path.

Many people resist change, which can close them off to a new direction. When somebody has been working at a high level within an organisation and has become used to the status and trappings that go with it, they may find it difficult to contemplate doing anything less.

But Tony Buzan, the inventor of mind maps and an expert on mental literacy, says our capacity to

continually adapt to the changing circumstances we find ourselves in is a sign of intelligence, while not to adapt means missing opportunities and not fulfilling potential.

One of the most powerful and profitable business models that people come across at a time of change - and often reject - is network marketing.

INSPIRING

Few people outside the industry really understand how network marketing works, and many reject it without really knowing why. Alabama-born businessman Zig Ziglar is an inspiring motivational speaker and his self help classic ‘See You at the Top’ has sold millions of copies since it was published 30 years ago. Now in his eighties, Ziglar continues to inspire through his writing and public speaking.

“The only way you can get what you want is to help enough other people to get what they want,” is probably his most famous quote, and sums up what network marketing is all about.

A look at the member companies of the Direct Selling Association, the professional body for the industry, shows it is full of longstanding and trusted household names like Virgin, Kleeneze, Avon, Nature’s Sunshine and Forever Living Products, to mention just a handful.

INDEPENDENT

All have created a route to market for their products whereby independent distributors build businesses of their own. Unlike a franchise, the opportunities are invariably low cost start-ups and ideal when there are limited funds to invest. The dynamic of the industry is based on sharing - both products and opportunities. Nobody gets paid unless products move. When they do, the compensation plan is more than generous and geared to incentivising you to help others in your team to succeed.

In difficult economic times, it’s worth taking a look at network marketing. You may be pleasantly surprised. **MM**

start your business



How to start a a sandwich shop

SOME THINGS REMAIN CONSTANT – SUCH AS
THE POPULARITY OF THE HUMBLE SANDWICH

Food fads come and go and the British public's culinary tastes are evolving all the time. But some things remain constant – such as the popularity of the humble sandwich.

The Wall Street Journal once described the sandwich as Britain's "biggest contribution to gastronomy", and who could argue? For all the simplicity of the concept, it has such an enduring appeal.

So it's no wonder that sandwich shops are a popular option for entrepreneurs entering the catering industry. According to estimates by the British Sandwich Association, the annual value of the sandwich market is £6,500,000,000, with 3,250,000,000 sandwiches produced every year.

The average value of a commercially made sandwich is approximately £2. And bakers and sandwich bars account for 18% of the market.

LOCATION

If you're thinking of starting a sandwich shop, you need to choose the location very carefully. You need a high volume of passing traffic at the right times of day. For example, somewhere on a popular commuter route might be a suitable position, with people stopping off to buy sandwiches on their way to work. Alternatively, a unit

in an industrial area or a shop in close proximity to offices or colleges could benefit from a healthy lunchtime trade.

You also need to think about the size and layout of your premises. Your needs will vary depending on the services you intend to offer. Will you be selling food and drink for consumption off-premises or will you be providing a seating area so people can eat on site?

Whichever option you take, you need to check your premises are deemed suitable; commercial properties are assigned a category by the local authority which dictates the permitted use for the premises. Depending on what you intend to offer, the relevant classifications for your sandwich shop could be:

A1 – Shops and retail outlets. Use includes, for example: sale of sandwiches, other cold food and snacks for consumption off premises.

A3 – Food and drink. For the sale of food or drink for consumption on the premises or of hot food for consumption off the premises.

A5 – Hot food takeaway. For the sale of hot food consumption off the premises.

Hygiene and food safety is obviously paramount for a sandwich shop. You'll need to register your premises with the environmental health department at your local authority at least 28

days before starting. Make sure you meet all the necessary requirements and all staff are trained properly.

The Food Standards Agency (FSA) is responsible for overseeing food safety. It will be able to provide you with all the information you need regarding the standards you need to maintain and procedures you should follow. Visit <http://www.food.gov.uk> for more information.

When it comes to stock, you need to source quality ingredients at the best prices you can find, so shop around and check out all the wholesalers in your area.

If you're wondering what to offer, according to the British Sandwich Association the top selling ingredients (by tonne) are: chicken (55,600); cheese (19,900); egg (13,900); ham (12,600); prawn (7,600); bacon (6,300); tuna (5,700); salmon (3,800); and beef (2,500).

The most popular type of sandwich is one made with ordinary sandwich bread, accounting for 58% of those sold, followed by rolls and baps (24%), baguettes (9%), wraps (5%), paninis (less than 3%) and bagels (less than 1%).

Carry out some market research in your area to find out what's popular among your potential customers. You could even give away some free sample to generate interest. **MM**

start your business

How to start an apps business

YOU'LL NEED TO DECIDE WHETHER TO BUILD APPS FOR MORE THAN ONE PLATFORM



If you're thinking of starting an apps business then you won't need just one business idea – you'll need lots of them.

Although you can use one really good concept to set you on the right path, building an apps business will require a constant flow of ideas. Don't limit yourself to one project because you won't really know if it's going to be a hit until you release it. If after several months it hasn't taken off, you'll need to move on to something new. And even if your initial idea does take off, you'll want to consolidate your success with more apps.

Write down the ideas as you get them and keep developing them until you have all the details and requirements worked out. Then you can start turning your idea into a real app.

Don't expect to be able to do it all on the cheap, though, especially if you're working on several ideas. Unless you have the skills to design, build and test apps yourself, you'll need to pay developers' fees.

And even if you do have the knowledge, it's doubtful you'll be able to do it all by yourself.

So you need to work out your costs carefully and raise the necessary capital. Crowdfunding can be effective for this. Research the various options to find a suitable home for your pitch, take note of the tactics used by successful campaigns and adapt them for yours.

PLATFORMS

You need to decide whether to build apps for more than one platform. Focusing on just one can help reduce complexity and keep costs down.

To submit an app to Apple's App Store or Android Market you'll need to create developer accounts and pay the fees (\$99 for Apple and \$25 for Google).

But before you release your app, you must make sure it works properly. Test it rigorously to eliminate any bugs before you go to market. But don't spend ages in development adding a long list of features.

Stick to the core concept for the initial release to gauge the demand. You can then develop the app further and release upgraded versions down the line if it proves popular.

Pricing strategy varies among app companies. Ultimately, you need a return on your investment (and so will your backers if you've managed to get external funding). So the price you charge needs to account for that, and it should be an integral part of your business plan.

Don't forget to market your app. Use social media to help spread the word and encourage customers and tech bloggers to review it.

Don't ignore what the users of your app are saying – not only can their comments help you improve your product, but they can also give you an idea of whether it's actually worth persisting with the app or moving on to something new.

And if your app fails – as many do – you can use the valuable feedback to help make your next one a success. So keep those ideas flowing. **MM**

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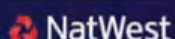
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Franchise Seminars Open to the General Public

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Ahead for Business »

Helping you make informed decisions about franchising.



Seminar Programme

- ✓ Networking and Refreshments
6.30pm – 7.00pm
- ✓ Introduction to Franchising
7.00pm – 7.15pm
- ✓ Selecting the Right Franchise
7.15pm – 7.30pm
- ✓ Securing Funding
7.30pm – 7.45pm
- ✓ Essential Considerations
7.45 – 8.00pm
- ✓ Franchise Case Studies
8.00 – 8.30pm
- ✓ Networking and Refreshments
8.30pm – 9.00pm
- ✓ One-to-One Sessions
(book in advance) 8.30pm – 9.00pm

Our next FREE seminars are:

Tuesday, 19th January 2016
RBS/NatWest Building, London
280 Bishopsgate
London EC2M 4RB

Tuesday, 9th February 2016 – Copthorne Hotel, Newcastle
Tuesday, 23rd February 2016 – RBS/NatWest Building, London
Tuesday, 8th March 2016 – Hilton Airport Hotel, Manchester
Tuesday, 15th March 2016 – RBS/NatWest Building, London
Tuesday, 12th April 2016 – Hyatt Regency Hotel, Birmingham
Tuesday, 19th April 2016 – RBS/NatWest Building, London

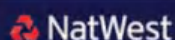
To book a One-to-One session with one of our speakers or a member of the NatWest franchise team please call us on 02071 833 657.

If you have any further questions please don't hesitate to contact us on 02071 833 657.

Book your FREE place now as space is limited!

FREE INFO NO: 5913

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02071 833 657

www.franchise-seminars.info
enquiry@franchise-seminars.info



Franchise owners say:



JOANNE
Previously
Project manager
at Bank of Scotland
Starting
turnover: £50k
Current
turnover £144k

"Once I met the
Dublcheck team I found
the concept of commercial
cleaning very appealing"
- Joanne

"We found Dublcheck
during our research into
the franchise industry
and immediately liked
its concept of
guaranteed turnover*,
with Dublcheck finding
your clients and
guaranteeing the level
of turnover you desire."
- Peter



PETER & PRU
Previously
Greengrocers
Starting
turnover: £12k
Current
turnover £77k



GRAHAM
Previously MD
of Colourell
Starting
turnover: £48k
Selling
turnover £400k

"Facing redundancy in my
50's was unsettling. A
management franchise
was ideal because it
enabled me to utilize my
previous management
experience. I love the fact
that the harder my team
and I work the higher the
rewards." - Graham

"A big thank you to the
Dublcheck team, and
to receive an award
was brilliant"
- Len



LEN DONNELLY
Previously
Retail Manager
Purchased
resale
Current
turnover £350k



SONAL & MITESH
Previously Quantity
Surveyor
Starting
turnover: £14k
Current
turnover £150k

"Sonal and I can't believe
a year has past since we
decided to join this
wonderful franchise.
We both wish we had
done this years ago."
- Mitesh

OVER TWO DECADES OF SUCCESSFULLY SETTING PEOPLE UP IN BUSINESS



Carol Stewart-Gill
and the
Dublcheck
Support Team

BUILD YOUR BUSINESS THE EASY WAY

NO NEED TO DO ANY SELLING... WE GET THE BUSINESS FOR YOU! We Guarantee:

• Turnover • Growth • Support



Larry, Franchisee
Starting
Turnover £62k
Current
Turnover £250k



Jolanta, Franchisee
Starting
Turnover £14k
Current
Turnover £108k

Full training, support and low investment

Invest from £9,950 to £190,950.

Turnover from £14,000 to half a £1/2 Million per annum.

With over 100 franchisees nationwide, and many more areas
and opportunities available, you too could benefit from the
proven Dublcheck system.

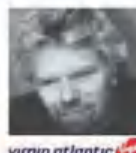
Dublcheck's unique franchise system is a
proven way to build a successful business
in a multi-billion pound cleaning industry.

Carol Stewart-Gill,
Founder and Chairman of Dublcheck



Further Details: 0800 317236
email: franchise@dublcheck.co.uk
web: www.dublcheck.co.uk

FREE INFO NO: 4048



ALL FIGURES CORRECT AT THE TIME OF GOING TO PRESS

**Dublcheck, The 20th Fastest Growing Company
in the UK - Official Source, Sunday Times**

*Guarantee turnover is not a guarantee of profit.